JULY 3, 1950

# BROADCASTING TELECASTING

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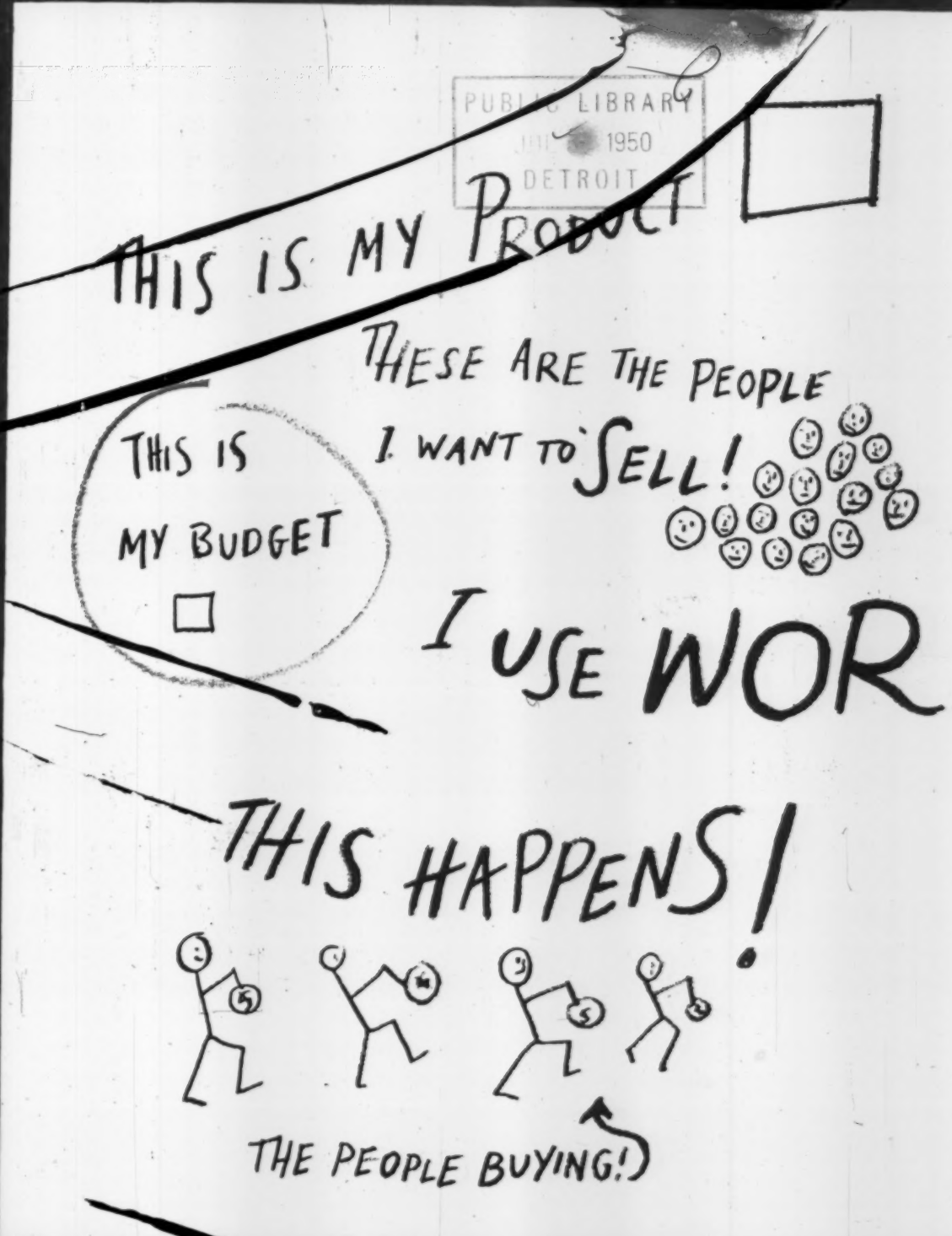


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he Newsweekly
f Radio and
elevision.

7.50 Annually
... weekly

XUM

# Open Sesame

The magic word that opens the door to the greatest advertising medium of our times is television.

And in Richmond, first market of Virginia, television means only WTVR.

WTVR is the only television station in Richmond . . . has been for two years.

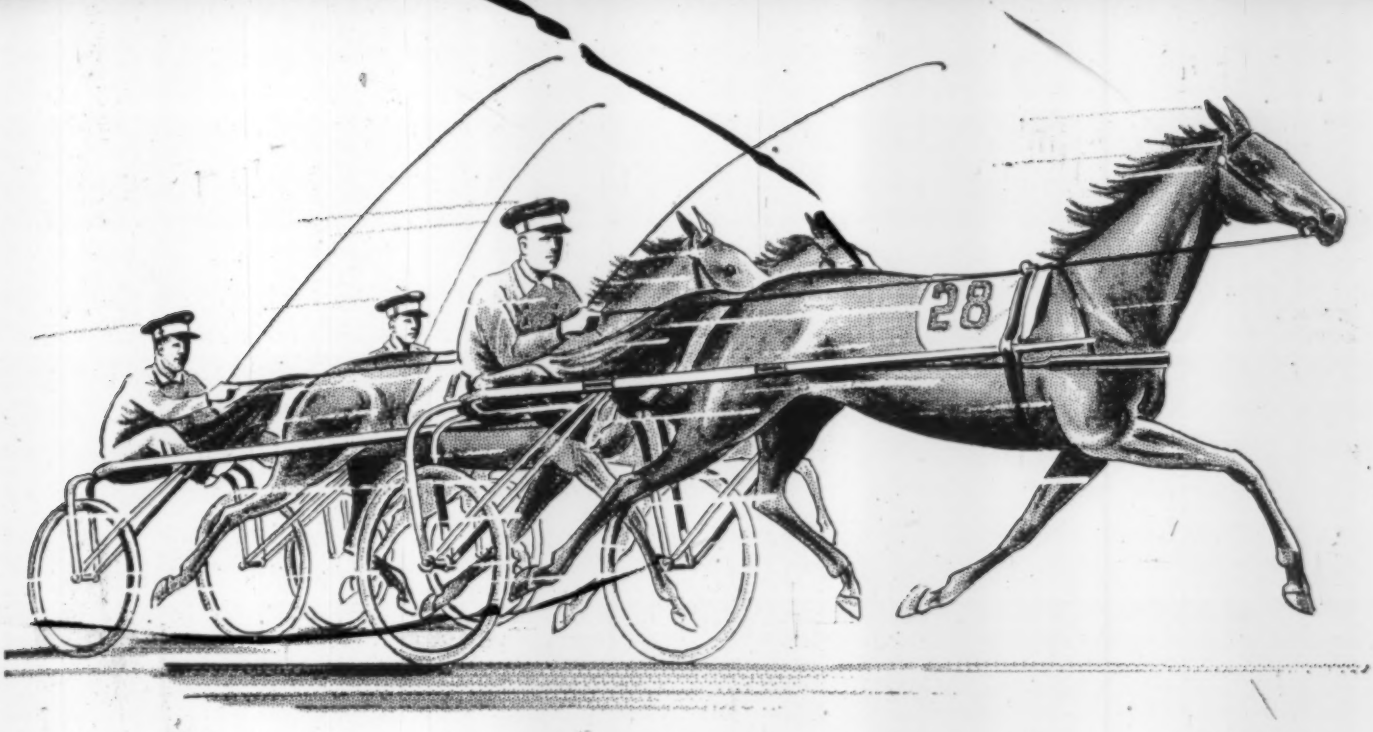
Virginians remember that in 1944 Havens & Martin, owners of WMBG, prophesied the coming greatness of television with the first full-page newspaper advertisement ever placed by a radio station. Since 1926 they recall many other pioneering steps taken by WMBG, WCOD, and WTVR, backed by a firm faith in the American system of broadcast advertising.

Wherever you are (Richmond, New York, or Chicago) Havens & Martin stations are **your** "First Stations of Virginia."

**WMBG** AM
**WTVR** TV
**WCOD** FM

*First Stations of Virginia*

**Havens and Martin Stations, Richmond 20, Va.**
**John Blair & Company, National Representatives**
**Affiliates of National Broadcasting Company**




# Pace your sales *locally* with YANKEE Home-town Stations

You can't beat a friendly, locally popular Yankee home-town station for setting up and maintaining steady and profitable sales volume.

These locally accepted Yankee home-town stations are spread all over New England — 28 of them in six states, carrying Yankee Network and Mutual programs to a vast audience — serving national advertisers and home-town merchants.

They form the largest New England regional network — combining more local coverage to reach more people more effectively than is possible through any other group of stations.

Set the pace anywhere and everywhere in New England with Yankee.

*Acceptance is* THE YANKEE NETWORK'S *Foundation*

# THE YANKEE NETWORK, INC.

*Member of the Mutual Broadcasting System*

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second-class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

# BROADCASTING TELECASTING ...at deadline

## Closed Circuit

UNUSUAL interest being manifested in network circles over action of *Life* in announcing 4% increase in advertising rates with same guaranteed circulation of 5,200,000. It's pointed out this is the first time any major medium has tied rates into overhead since *Life* says flatly new rate is based on inflationary cost trend. Heretofore publications have used circulation exclusively as rate yardstick.

SOON to make big news will be announcement that R. J. Reynolds Tobacco Co. (Camels) has signed with ABC for *Fat Man*, Friday, 8-8:30 p.m., beginning Oct. 6. Client, through Wm. Esty, also acquired TV rights but plans not yet completed.

WITH *Fat Man* shifting to Reynolds sponsorship, Norwich Pharmacal Co., which relinquished program, has purchased *Modern Romances* on ABC twice weekly (Tuesday and Thursday, 11:15-11:30 a.m.). Benton & Bowles handles account.

VISIT of Gen. David Sarnoff, RCA chairman, to CBS as luncheon guest of Chairman William S. Paley is only half of story. Mr. Paley returned courtesy by visiting Gen. Sarnoff at RCA headquarters last Tuesday. It's easy guess that programs, policies and TV were discussed. It is also good bet that Columbia Recording Corp. will begin producing those 45's.

ALTHOUGH FCC had no formal comment following NAB board's action sharply criticizing it for undue interference with licensee's responsibilities in Richards' stations renewal proceedings, FCC Chairman Wayne Coy is expected to lash back in his next public utterance, as yet unscheduled.

THERE'S something brewing again in RCA Research Labs pertaining to color TV. While inquiries were fruitless, fact that RCA's two top TV researchers, Dr. E. W. Engstrom and Dr. G. H. Brown, left for Europe June 28 was construed as indicating mission accomplished on dot sequential system.

WITHOUT fanfare, Defense Dept. last week absolved Charles Dillon, radio-TV director at Pentagon, of any breach because of incident provoked by Drew Pearson charge that conference between Mr. Dillon and Frank McCall, NBC program executive secretary, had been recorded. Mr. Dillon was notified matter had been investigated and his record cleared. Mr. Pearson had charged in his column June 7 that Mr. Dillon had tape-recorded interview to embarrassment of Mr. McCall and department.

CRYSTAL-BALL gazers peering into future of Broadcast Advertising Bureau see signs of agency-advertising participation through associate memberships, once BAB is separated from parent NAB. Fears of legal complications in mandatory NAB membership re-

*(Continued on page 78)*

## Upcoming

**July 6-8: South Carolina Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach.**
**July 7: Government-Industry preparatory conference on NARBA, Washington, D. C.**
**July 11-14: First Advertising Agency Group, Hotel Lafayette, Long Beach, Calif.**

**(Other Upcomings on page 49)**

## Bulletins

SECOND Mutual move to strengthen late afternoon "kid shows" announced Friday with acquisition of Derby Foods' *Sky King*, on ABC since 1946. Combination western and flying show will be aired on 400 Mutual stations Tues., Thurs., 5:30-6 p.m. starting Sept. 12. Mutual previously announced Quaker Oats' *Challenge of the Yukon* would move from ABC Sept. 11 to same time slot Mon., Wed., Fri. Two shows, together with Kellogg's *Mark Trail*, Mon., Wed., Fri., 5-5:30 and National Biscuit's *Straight Arrow*, same time, Tues., Thurs., give Mutual solid hour of children's entertainment. *Sky King* will promote Derby's Peter Pan peanut butter. Agency, Needham, Louis & Brorby.

BLOCK DRUG Co., New York, plans fall sponsorship of twice-weekly daytime radio program, *Quick as a Flash*, on ABC and *Mystery Playhouse*, Tuesday, 10-10:30 p.m. on CBS-TV. Agency, Cecil & Presbrey, New York.

### BASEBALL RE-CREATION INVESTIGATION FORESEEN

POSSIBILITY of FCC examination of practices employed in "reconstructed" baseball play-by-play broadcasts seen Friday on heels of complaint filed by KTHT Houston against Liberty Broadcasting System, its President Gordon B. McLendon, and its affiliates.

In letter sent to FCC by President Roy Hofheinz, KTHT charged that in Liberty's reconstruction of major league games "a conscious and deliberate effort is made . . . to give the impression that they are contemporaneous play-by-play accounts." These broadcasts, he claimed, "are not merely harmless fantasies, but are misleading and deceptive to the public upon the whole, and are contrary to the interests thereof." He asked FCC to investigate and "take appropriate action."

Mr. McLendon issued following statement through Cohn & Marks, Washington counsel:

**Gordon B. McLendon, president of Liberty Broadcasting System, in reading the protest complained bitterly that his name had been misspelled. McLendon went on to say that his name is spelled M-c-L-E-N-D-O-N and has only one c before the L.**

Complaint had spelled it "McClendon."

FCC authorities idicated that, following usual procedure, they would call upon Liberty for statement of its position. It was reported similar questions have been raised informally in past.

Mr. Hofheinz claimed Liberty's reconstructed broadcasts "create the impression that they are eye-witness accounts of baseball games in the American and National Leagues."

## Business Briefly

S&W CONTRACT ● S&W Fine Foods Inc. San Francisco, Aug. 7 starts three-weekly *Second Cup Of Coffee Time* with Harry Babbitt on 12 Columbia Pacific stations, 7:45-8 a.m. (PDT) 52 weeks. Agency, Foote, Cone & Belding, San Francisco.

KROGER ON TV ● Kroger Co. (food stores) will sponsor *Alan Young Show* Thurs., 9-9:30 p.m., on 18 CBS-TV midwest and southern stations beginning Sept. 15. Agency, Ralph H. Jones Co., Cincinnati. Show sponsored on CBS-TV eastern network by Esso Standard Oil Co.

TOBACCO PROMOTION ● National Assn of Tobacco Distributors and cigar manufacturers planning industrywide cigar promotion campaign, using radio and TV spots starting in August. Agency, Wesley Assoc. New York.

HUNT READY ● Hunt Foods ready to sign contract for thrice-weekly sponsorship of *Bert Parks Show*, half-hour CBS-TV program across board. Program packaged by Louis Cowan. Agency, Young & Rubicam New York.

PREPARE SPOTS ● Lamont, Corliss & Co. New York (Nescafe), through Cecil & Presbrey, New York, preparing spot campaign in New York, Chicago and Philadelphia.

GULF CHANGE ● Gulf Oil Corp. may drop sponsorship of *We the People* on radio but retain program on TV. Young & Rubicam, agency, looking for radio replacement.

### NEW BAB STRIP FILM PROMOTES NATIONAL SPOT

BAB'S new strip film on spot broadcasting "How to Pick a Winner," previewed in New York, will be accompanied by commentary text when distributed to BAB subscribers at $15 per package.

Spot broadcasting, in definition of new film is "any use of the nation's radio stations by a national advertiser on a selective market basis." Film is intended to be shown principally to distributors, food brokers, manufacturers' representatives—in the words of Maurice B. Mitchell, BAB director—"the people who sell to retailers nationally advertised products."

### CHARLES HAMMOND, NBC VICE PRESIDENT, FOUND DEAD

CHARLES HAMMOND, 41, vice president of NBC in charge of advertising and promotion, Friday afternoon was found dead in his car near his home in Chappaqua, N. Y.

With NBC since 1943, Mr. Hammond served as director of advertising and promotion and in 1947 was elected a vice president and assistant to Niles Trammell, then president of the network and now board chairman.

Born in New York in 1909, Mr. Hammond also was with the New York *World*, New York *Post* and *Literary Digest* in editorial capacities.

He is survived by his wife, the former Rosemary Sistrom, and two daughters, Mary Louise, 8, and Deborah, 5.

# IN DETROIT . . .

## MORE DAYTIME POWER

5000 WATTS - DAY
1000 WATTS - NIGHT

**WKMH**

**1310 KC**

Fred A. Knorr
President & Gen. Mgr.

Weed
and company
National Representatives

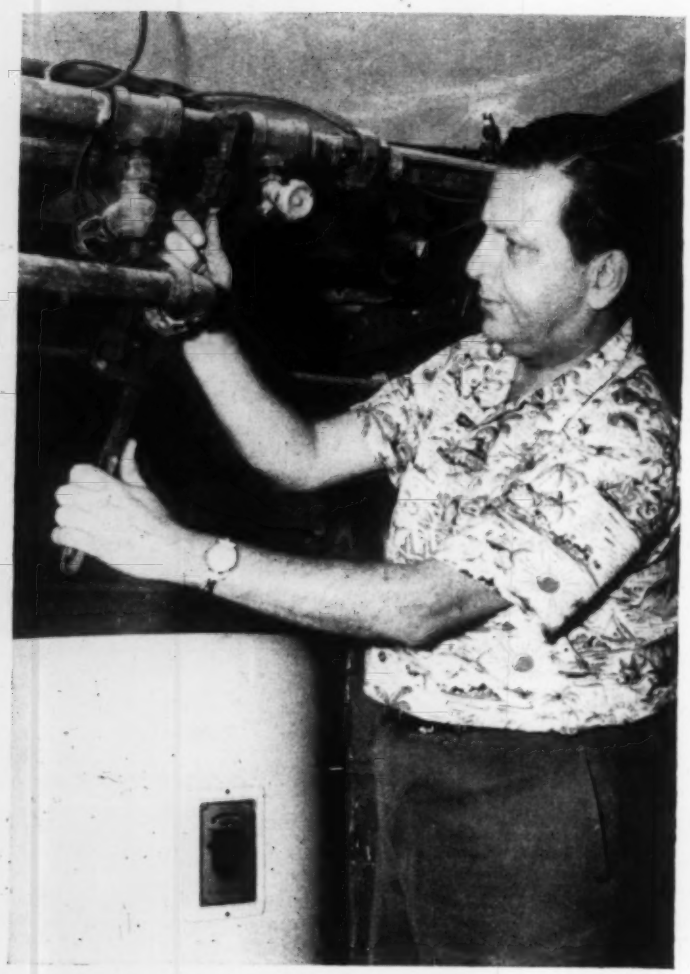
## for . . . WKMH

MICHIGAN'S MOST POWERFUL INDEPENDENT

# 5000 WATTS

More power in Detroit means more power where the three-and-one-half million live. More power in Detroit means more buying power for your advertising dollar.

MUSIC • NEWS • SPORTS



## Man builds pipeline between buyers and sellers

Here's a man who can build you a pipe line between sellers and buyers. This versatile "plumber" accomplishes results with his carefully followed commentary on the national scene.

As Mr. Maurice A. Hill of the Warren County Hardware Co. wrote to Station WLBJ, both of Bowling Green, Kentucky:

> "Mr. Lewis' news broadcast continues, as it has in past years, to do a very gratifying sales job for us.
> "The program is of great value to the firm as a direct sales medium and for the good will and added prestige it gives us . . . In our opinion Mr. Lewis' straightforward and informal manner makes his program the best newscast on the air."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost, with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).


# BROADCASTING TELECASTING

**THE NEWSWEEKLY OF RADIO AND TELEVISION**

*Published Weekly by Broadcasting Publications, Inc.*

**Executive, Editorial, Advertising and Circulation Offices:**
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**Washington 4, D. C.** **Telephone ME 1022**


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**WASHINGTON HEADQUARTERS**

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**NEW YORK BUREAU** 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor.*

**Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

**CHICAGO BUREAU** 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

**HOLLYWOOD BUREAU** Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

**TORONTO:** 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office



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**Subscription Price: $7.00 Per Year, 25c Per Copy**

# When Dan'l Wanted Meat Dan'l Shot a B'ar

**A side light on the American meat industry**

Any time Dan'l got hungry, he just up and shot the nearest wild critter that had meat on it—usually a b'ar or a deer. Dan'l had a reliable storehouse of meat, on the hoof, right there in the forest. And he stayed close to it.

Nowadays, if everybody wanted to stay close to the source of his meat supply many would have to move west of the Mississippi. That's where about three-fifths of the meat is grown.

But fortunately for people who like their meat regularly—and nearly everybody does—the U. S. has a meat supply service that fits the country's size and population pattern.

For growing the meat, there are the cattle ranches of the West, and the "feeder farms" and hog-raising farms of the corn belt. For processing the meat and getting it to retailers in small towns and big cities alike, there are 4,000 meat packing companies,—each constantly competing for a share of business by improving products and by selling at competitive prices.

This is a supply service that assures a continuous flow of wholesome meat from farm to table at a lower service cost than almost any other food.

*AMERICAN MEAT INSTITUTE*

*Headquarters, Chicago • Members throughout the U. S.*

# 3 WINNERS in WASHINGTON

(One at a time or any combination)

**Bill Herson**

Conducts "Your Timekeeper" from 6:00-9:30 AM Monday thru Saturday. A consistent, hard-hitting salesman. Top-drawer listening and selling power for years.

**Nancy Osgood**

Outstanding women's director on the air in the nation's capital. Nancy's daily mid-morning audience and sponsor loyalty means "sales power" for your product.

**Charley Batters**

Conducts "batters' Platters" a new and novel participation program heard nightly from 7:30-7:55 PM, Monday thru Friday. Choice time and choice programming.

*They're all on*

FIRST in WASHINGTON

WRC NBC

5,000 Watts • 980 KC

Represented by NBC SPOT SALES

## feature of the week

A PEEK through the Iron Curtain for a view of the Russian press is being afforded radio listeners in the Pacific Northwest by the XL stations—the Pacific Northwest Broadcasters. Program becomes even more timely with the Korean crisis arising last week.

Each week, the XL stations present a 15-minute verbatim report of Russian newspaper articles and comments about the United States and its government. The report is contained in a program aptly titled, *As the Russians See Us*, originated at KXLY Spokane Sunday, 9:15 a.m. (PST), and aired at other convenient times during the week by KXLF Butte, KXLK Great Falls, KXLQ Bozeman, KXLJ Helena, KXLL Missoula (at 10:15 p.m. MST Saturday) and KXL Portland (5:45 p.m. PST Saturday).

Mr. Craney.

These revealing disclosures of "Fascist and imperialist intrigue" are based on the semi-monthly release, *Soviet Press Translations*, published by the Far Eastern and Russian Institute of the U. of Washington, Seattle. The program, which began last January, became so popular it was extended shortly afterward to the entire XL group. The series, though not in format, parallels in theme the wartime series on Japan called *This Is Your Enemy*.

Two KXLY staff announcers conduct the feature—one reading verbatim translations from various Russian publications, the other interjecting disclaimers, explaining that the program is merely a verbatim report.

"We make no attempt to color the Soviet stories, nor to comment on them," E. B. Craney, KXLY general manager and head of PNB, has stated. "We broadcast these reports just as they are published in the Soviet press and translated by the U. of Washington. We believe the American people should know how the Russian press belittles the United States in the eyes of the Russian people."

The feature is presented as a public service by the stations. And no attempt is made to label the broadcasts — USSR propaganda for home consumption vs. that for international use.

## strictly business

SALE of $1 million worth of business in his fourth year as NBC spot salesman was a morale booster for Rudi N. Neubauer, but it wasn't his most enjoyable effort. That came in 1947, when Rudi sold Dizzy Dean, hero of his favorite sport, to Johnson Wax for 13 weeks in the summer, a time when the client was usually off the air.

A baseball devotee from away back, Rudi's first professional ambition was to be a big league ball star. After he renounced this goal for radio sales and NBC Chicago, he still kept his mitt in by playing on a network team with Jim Neale of Dancer - Fitzgerald - Sample, George Bolas of Tatham-Laird and Curly Bradley.

"When the bases began getting too long," he started coaching southwest side neighborhood kids in the sport three nights a week and Sunday afternoon. These sessions have dwindled, however, because of his account executive work for Eversharp, International Harvester, Johnson Wax, Pabst and Campana.

Rudi counted 21 stars in his NBC service flag last month. A Chicagoan most of his life, he met and was hired by Niles Trammell at the end of a three-year period during which Rudi organized public and trade radio shows in Chicago. "I was tired of being one of four beagles who did all the running around," he says, so he joined the office staff at NBC. Handling a multitude of detail, because personnel was barely perceptible back in 1929, he even swept out conference rooms and clipped press notices.

RUDI

Appointed division cashier, he

*(Continued on page 12)*


OKLAHOMA'S GREATEST STATION

# 1 SPOT and 1 SPOT ONLY

# KVOO

Your spot announcement on KVOO is the **only** one heard between the two programs scheduled at the time of your announcement. **No double spotting** is permitted on KVOO.

Before you okeh any radio schedule on any station make sure there's . . . **One** spot and **one spot only** scheduled at the time of your announcement.

*The Difference*

between an effective announcement and one there is merely "heard" on the air is oftentimes just the difference between **one** announcement and **two!** One announcement properly delivered with enough time for the emphasis of **silence** and well as **message** is worth many times that of a hurried, word-piled-upon-word announcement. Get everything out of your announcement by using KVOO.

Edward Petry & Co., Inc., National Representatives

50,000 Watts

NBC AFFILIATE

25th Anniversary Year

*An Advertisement Published in the Interest of the Whole Broadcasting Industry and Intended to Eliminate Some Confusion About Audience Ratings*

# Two Umpires Behind The Plate Isn't Any Good in Broadcasting, Either

WHAT any radio station needs most is an accurate count of its audience. What it needs least is *two* counts of its audience. Because if each of the two counts is true, they duplicate each other. Unnecessary expense results. And if they don't duplicate each other, then one or both are incorrect. Confusion results. It makes as much sense as having two umpires behind the plate—as well as two sets of rules.

Within the past few months both C. E. Hooper, who counts audiences via the telephone-coincidental method (Hooperatings) and Dr. Sydney Roslow, who counts audiences via the personal interview-aided recall method (Pulse Ratings) have appeared before the Radio Departmental of the San Francisco Advertising Club. Each has attested to the validity of his San Francisco-Oakland reports, although the figures produced by the two companies are in great disagreement. **Each has produced, as evidence supporting the accuracy of his figures, a house-to-house coincidental survey.** Mr. Hooper used it to show similarity in ratings produced in two *samples*, "telephone homes" and "cross-section homes." Dr. Roslow used it to show similarity in ratings produced by two *methods*, "roster recall" and "coincidental." Neither of these personal coincidental surveys was conducted in the San Francisco-Oakland area.

It is obvious that both Mr. Hooper and Dr. Roslow respect the house-to-house coincidental survey as a method approximating par on the course, although much too expensive to employ regularly. It is obvious that both men cannot be right. It is equally obvious by the testimony of Mr. Hooper and Dr. Roslow that the telephone coincidental and the aided-recall methods are irreconcilable and *both* cannot be accurate methods of audience size measurement. The net result in San Francisco-Oakland, as in every other market where these two methods of audience measurement oppose each other, has been puzzlement, bitterness and indecision, as various stations have aggressively promoted one or the other of the rating services. The confusion caused has been at the expense not of Mr. Hooper or Dr. Roslow—but of the broadcasting industry!

We believe that this is no time for broadcasting to start brawling over which umpire is right. So to save a lot of time, money, temper, ulcers, coronaries and broken friendships which would be expended over the next several years in such a brawl, we make the following proposals:

**1. That a reliable research company other than C. E. Hooper, Inc., and The Pulse, Inc., but acceptable to both, be retained to conduct a large-scale house-to-house coincidental survey in San Francisco-Oakland during August, 1950, using an accepted random or probability method of obtaining the sample.**

**2. That the cost of this survey be shared jointly by C. E. Hooper, Inc., and The Pulse, Inc., since each has a basic interest in the results.**

**3. That the house-to-house coincidental survey be scheduled to coincide with the regular or re-scheduled San Francisco-Oakland August interviewing of C. E. Hooper, Inc., and The Pulse, Inc. (first week of the month recommended).**

**4. That C. E. Hooper, Inc., and The Pulse, Inc., agree to furnish original field records, working material, interviewers' instructions and tabulation procedures of their regular August interviewing, broken down by hours, for comparison with the results of the house-to-house coincidental survey. These records would be furnished to an impartial committee consisting of (a) a Hooper representative, (b) a Pulse representative, (c) an advertising agency, (d) an advertiser, (e) a Hooper station-subscriber, (f) a Pulse station-subscriber. Also that both firms submit to 10% of their interviewing being "observed" by committee members.**

**5. That all parties concerned either agree in advance that this house-to-house coincidental represents the truest picture obtainable, or introduce all relevant qualifications in writing in advance, so that there will be no questions or arguments afterwards regarding the sample, method, company engaged, etc. In other words, if this third survey agrees with Hooper, *then Hooper is right and Pulse is wrong.* If it agrees with Pulse, *then Pulse is right and Hooper is wrong.* If it agrees with neither, *then both Hooper and Pulse are wrong.***

Isn't it better to settle this now, in the summer of 1950, than to drag along fighting each other for several years and gaining only the ridicule or condemnation of the advertisers and their agencies for our stupidity and confused thinking?

We invite every broadcaster, agency, advertiser and interested party to write us your comments. The locale of this station and this survey may be San Francisco-Oakland, but the problem and its implications are universal.

If we do not hear from C. E. Hooper, Inc., and The Pulse, Inc., by two weeks from publication date of this ad regarding their cooperation, we propose to ask for financial support of this project from radio stations, the AAAA, the ANA, the NAB—all parties who, like us, are looking for the truth about audience ratings.

We mean business; we don't intend to let this matter drop; we will thoroughly publicize the results of this project; and we sincerely request the help and cooperation of the entire industry. Let's get back to one umpire behind the plate so we can get on with the ball game.

Stanley G. Breyer

**KJBS BROADCASTERS**
**1470 Pine Street**
**SAN FRANCISCO, CALIF.**

# WBIG

Est. 1926

"The Prestige Station of the Carolinas"

**WBIG** dominates "The Magic Circle"* having more of the 20 top Nielsen-rated programs than all other stations combined, within a 50 mile radius of Greensboro.

5,000 watts
unlimited
CBS affiliate

gilbert m. hutchison
*general manager*

*Represented by Hollingbery*

* the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.

## agency

ERWIN SPITZER, copy chief Hirshon-Garfield Inc., N. Y., appointed vice president in charge of creative production. JULIAN KOENIG associate copy chief, named copy chief.

VERN KING, vice president in charge of programs WIL St. Louis, and WILLIAM F. GEISZ, WIL sales staff, form Lindell Adv. Agency Inc. 320 N. Grand Ave., same city.

VICTOR BLOEDE, vice president-copy chief, French & Preston Inc. N. Y., to Benton & Bowles, N. Y., as copy writer.

ROBERT C. LOCHRIE, account executive N. A. Winter, Des Moines

## on all accounts

HIDING behind the formidable label of S. Seward Spencer is the jovial director of radio and television on the West Coast for Foote, Cone & Belding in Hollywood, who answers to the name of Bud.

The latter appellation he adopted out of self-defense during his early years at a YMCA camp where to maintain his given name would have been to court danger. He's been Bud ever since. The first "S" he claims is merely for effect, although it's usually had the effect of giving him a nautical significance.

Whatever the name, however, one thing is certain: With the Hollywood office of FC&B the center of all the agency's radio and television activity for the West Coast, Mr. Spencer is a busy man.

BUD

Among accounts for which he is currently directing both media are Acme Brewing Co., Union Oil Co., radio for California Fruit Growers Exchange (Sunkist), Safeway Stores (Canterbury Tea), Gulf Brewing Co., and television for Cook's Early American Wine, Arden Farms Co. (Diced Cream), Security First National Bank. Plans are now underway for use of both media for Southern Pacific Railway.

Bud contends there's room for both radio and television. Radio, he feels, will continue to maintain its level as an advertising medium, while television will become a direct selling medium.

He first got into radio by letting other people into radio. His first job in the field was as a page with NBC Hollywood in 1937. From that post he went on to traffic department, later became night traffic manager, and in 1943 was made night program manager.

The following year he left to join Foote, Cone & Belding as assistant to the late Arnold Maguire, as director and producer of RKO *Hollywood Startime* show. During the next few years Bud worked on several TV and regional shows as supervisor or director including *Jack Carson Show*, *Man Called X*, *Count of Monte Cristo*, *Tom Martin Show*, and American Tobacco Co. shows.

In 1946 he was made assistant to Burt Oliver, the general manager of office and now co-manager of the agency's Houston office. Three years later he was appointed assistant to Mr. Maguire, then director of radio and television. In March of this year Bud was named director, following the death of Mr. Maguire.

An only child, Bud was born Dec. 12, 1909, in Williamsport, Pa. His early schooling was gained in St. Paul where the Spencers moved when he was two. For eight summers, while gathering knowledge in secondary schools and the U. of Minnesota, he worked at Yellowstone National Park, holding down the front desk at Yellowstone Park Hotel Co.

After leaving college he took a series of jobs, selling for a

*(Continued on page 45)*

# beat

to Langhammer & Assoc., Omaha, to supervise creative and copy work. Also will assist president.

LAWRENCE WEINER, Pioneer Adv. Corp., organizes Lawrence Weiner & Assoc., 230 W. 41st St., N. Y.

HERBERT O. NELSON, manager Ruthrauff & Ryan, S. F., elected vice president.

JOSEPH P. MOORE, vice president-account executive Lindsay Adv., New Haven, Conn., and ROBERT S. BECKHAM, media buyer Erwin, Wasey & Co., N. Y., form **Moore & Beckham**, New Haven. EDWARD C. SANDBACK, art director Troeger Phillips Studio, to M&B in similar position, and B. FRANK STALL, advertising and sales promotion department Kraft Foods, to new agency as production manager.

Mr. Beckham

Mr. Moore

AL ANDERSON, director public relations, Amfra Industries Inc., N. Y., to McLaren, Parkin, Kahn Inc., N. Y., as head radio-TV activities.

ROBERT EVANS, copywriter, Benton & Bowles, N. Y., to Dancer-Fitzgerald-Sample, N. Y., in similar capacity.

R. CONRAD JONES named media director MacFarland-Aveyard, Chicago, after year as assistant to **Hays MacFarland**. RUSSELL KEEGAN from assistant research director to head of department.

TAYLOR S. CASTELL, Kenyon & Eckhardt, N. Y., to Cecil & Presbrey, N. Y., as account executive for Nescafe and others.

MARY PEACOCK, writer Ingalls-Miniter Co., Boston, to radio-TV department Pacific National Adv., Seattle.

DONALD A. BURNS, Oakite Products Inc., N. Y., to Bass & Co., N. Y., as account executive.

JOEL L. MARTIN, vice president-research director Marion Harper Assoc., N. Y., to Emil Mogul Co., N. Y., as director research and media.

STEPHEN P. BELL, McCann-Erickson, N. Y., account executive, rejoins Ruthrauff & Ryan, N. Y., as account executive. Was with R&R before 1944 when he went to M-E.

GARY SHEFFIELD, head of agency same name, to McLaran, Parkin & Kahn, N. Y., as account executive.

RICHARD E. HOGAN, BBDO, S. F., to sales staff Gillman, Nicoll & Ruthman, S. F.

LOIS JACOBY, freelance writer and play reader, to Kenyon & Eckhardt, N. Y., as script editor of *The Ford Theatre*.

LEONARD MATTHEWS named assistant timebuyer to **Al Eisenmenger** at Leo Burnett, Chicago, replacing **MacLean Chandler**, named assistant to **William L. Weddell**, radio manager.

JACK BUKER, Long Advertising Service, S. F., to Botsford, Constantine & Gardner, S. F., as account executive. EVERETT DOTEN, Long Advertising, San Jose, succeeds in S. F.

SYKES SCHERMAN promoted to assistant secretary American Assn. of Advertising Agencies, N. Y. With AAAA since 1948.

VIRGINIA BORER to John H. Riordan Co., L. A., as office manager.

PRICE, ROBINSON & FRANK, Chicago, to 10th floor Merchandise Mart from Board of Trade Bldg.


TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.

# new business

TILO ROOFING Co. names Moore & Beckman, New Haven, Conn. To use 26 stations in New York, New Jersey and Phila. in 13-week spot campaign beginning July 10.

DODGE DEALERS of Chicagoland July 2 sponsor variety show starring Willie Shore, Sun., 9:30-10 p.m. CDT on WENR-TV Chicago. Agency: Ruthrauff & Ryan, same city. May expand to regional network in fall.

AMALGAMATED CLOTHING WORKERS OF AMERICA extends sponsorship of *America's Town Meeting* to KECA Los Angeles and WXYZ Detroit, both for 13 weeks, effective July 4. Agency: Ben Sackheim Inc., N. Y.

AUREX CORP., Chicago, for its hearing aid, planning national radio and TV schedule in fall. Agency: Paul Grant, same city.

STOKELY-VAN CAMP INC., Indianapolis, appoints Kelso, Norman, S. F., for all Van Camp products in Calif., Ore., Wash. and Ariz. Both radio and TV expected to be used.

SAM SMITH SHOE CORP., Newmarket, N. H., names Dancer-Fitzgerald-Sample, N. Y., to direct advertising of "Little Yankee Shoes." National TV planned.

## *Network Accounts . . .*

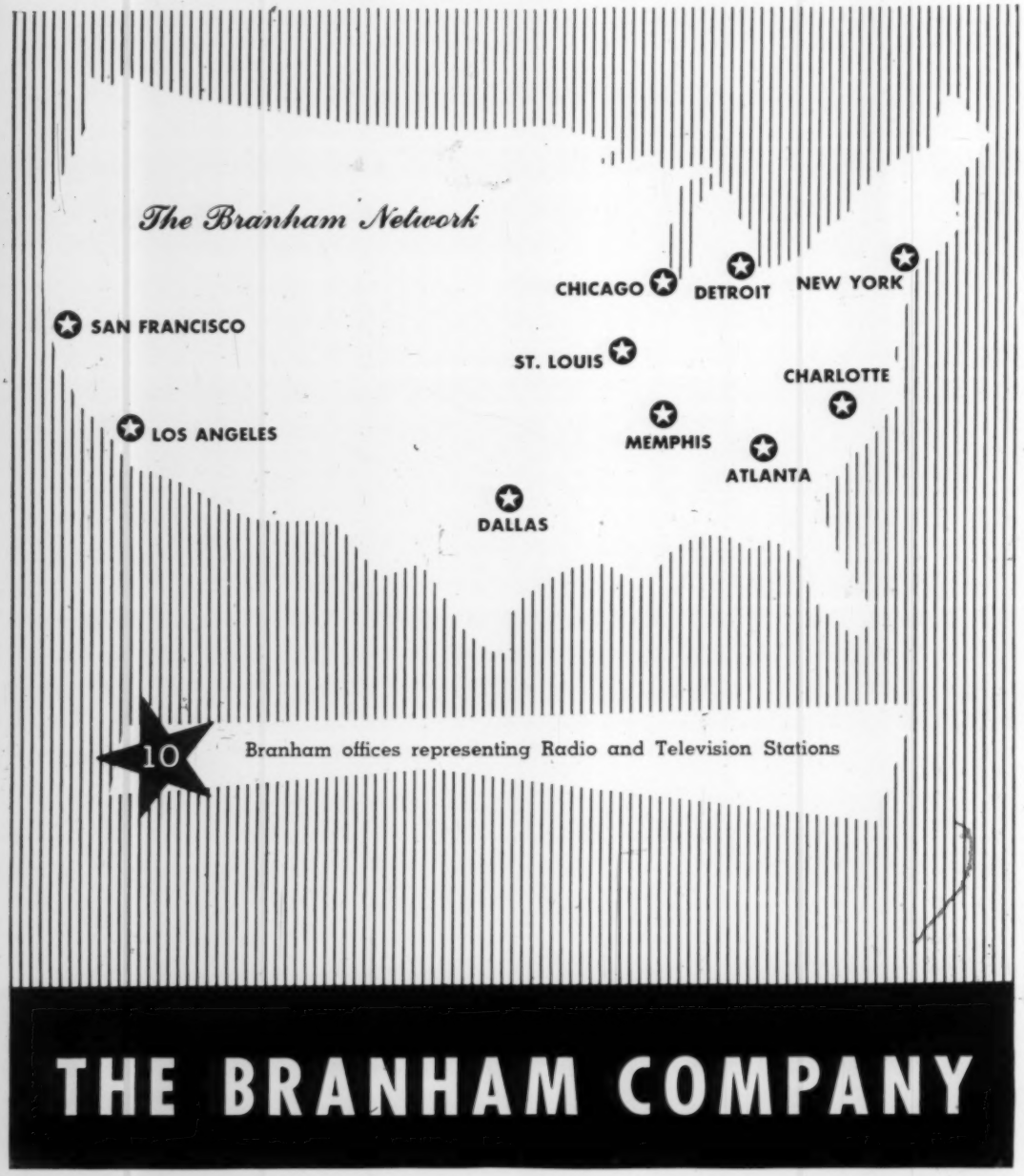
EMERSON DRUG Co. July 17 renews *Hollywood Star Playhouse*, Mon. 8-8:30 p.m., CBS, for 13 weeks. Agency: BBDO, N. Y.

FORD DEALERS OF AMERICA replaces Kay Kyser on NBC-TV 9-10 p.m. Thurs., with Jack Haley as m.c. of musical revue for 13 weeks. Agency: J. Walter Thompson, N. Y.

MINUTE MAID Corp., N. Y. (frozen fruit), buys Fri. 5:45-6 p.m. segment *Howdy Doody*, NBC-TV for eight weeks from July 7. Agency: Ted Bates & Co., N. Y.

P. LORILLARD Co., N. Y. (Old Gold cigarettes), adds 24 stations to ABC lineup, bringing total to 228, for *The Original Amateur Hour*, Thurs., 9-9:45 p.m. Agency: Lennon & Mitchell, N. Y.

ESSO STANDARD OIL CO., N. Y., buys CBS-TV telecasts home football games Army, Navy and Columbia U., beginning Sept. 30 on consecutive Saturdays through Nov. 18. Agency: McCann-Erickson Inc., N. Y.



## Strictly Business

*(Continued from page 8)*

stayed on the job 10 years and then switched to spot sales in 1940. Accounts he brought into the house included The Fair Store, McLaughlin Manor House Coffee and Borden. In his fourth year, he sold $1 million in business, including 15 quarter-hour newscasts per week for Grove Labs. That $250,000 in orders was signed in one day.

In 1945 Rudi transferred to network sales. Until NBC's AM and TV departments were split recently, he handled accounts using both media. He has also serviced the U. S. Steel account.

Rudi, a sports-loving bachelor, delights in his lates sale—a network show from Arlington race track, which he intends to supervise personally this summer for all 13 weeks.

## FARM SAFETY
### ABC, NBC Plan Programs

CONTRIBUTING to National Farm Safety Week, July 23-29, both ABC and NBC will point up the observance on their respective farm programs.

ABC's *The American Farmer*, heard over approximately 160 stations, is sponsoring a farm safety letter writing contest and a series of pick-ups from various luncheons throughout the country. First prize in the contest, a 1950 Ford tractor, will be awarded for the best letter completing in 50 words or less the statement: "I believe farm people should learn and obey farm safety rules because—."

On *The National Farm and Home Hour* July 22, NBC will launch a farm accident survey of the farms in Miami County, Ohio. Paul Visser, NBC agricultural director, said arrangements for the survey are being made in cooperation with the Miami County Farm Safety Committee, Ohio College of Agriculture and National Safety Council.

Mr. Time Buyer:
Before you run off on your vacation, check your Fall Schedules against this!

# BIGGEST RADIO BARGAIN IN THE U.S. TODAY!

# 1-MINUTE SPOTS ON 50,000 WATTS WNOE-NEW ORLEANS

ONLY $13.00 EACH (360 TIME RATE)

**Available Right Now: Spots between High-Rated National Shows!.. Spots on or between long-established Local Shows!.. News Programs! Sports! Mutual Co-ops! (1060 ON YOUR DIAL)**

25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

**WNOE** MUTUAL BROADCASTING SYSTEM

James A. Noe, Owner
James E. Gordon, Gen. Mgr.

Nat'l. Reps.
RA — TEL
420 Lexington Ave.
New York City

50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

*Get in Your Orders Now!*

# NORTH CAROLINA IS FIRST

North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.

More North Carolinians Listen To WPTF Than To Any Other Station.

## and NORTH CAROLINA'S NUMBER 1 SALESMAN IS WPTF

also WPTF-FM

50,000 WATTS 680 KC NBC AFFILIATE RALEIGH, N. C.

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

BROADCASTING
TELECASTING

Vol. 39, No. 1 WASHINGTON, D. C., JULY 3, 1950 $7.00 A YEAR—25c A COPY

# RADIO GETS READY

## Voluntary Industry Role Foreseen

By JOHN OSBON

RADIO last week was girding itself psychologically—and in some instances, physically—for the growing international crisis.

In the wake of closer scrutiny of military and civilian defense preparations spurred by the outbreak of Korean hostilities, broadcasters were mulling the ramifications of possible emergency war power "freeze" legislation.

Whether the broadcast industry would be subject, if war comes, to far more drastic restrictions than those imposed during World War II was a matter of speculation at week's end.

But there were indications that it would not. The consensus of some government communications planning officials was that, if the U. S. goes to war, broadcasters probably would operate on a voluntary basis much as they did in the war years from 1941 to 1945 —with the benefit of newer and additional operational innovations and with a minimum of censorship.

### 'Radio Silence'

There also was evidence that military authorities were studying further the perplexing question: Where does the need for "radio silence" begin?

With the erupting international relations, the week brought out these highlights:

● Assertion by Niles Trammell, chairman of the board of NBC, that radio exercises a "great role" in combatting the "menace to our internal securities" and is a "mighty weapon" for civil defense and psychological warfare.

● Preparation of war power legislation which would detail participation of the broadcast industry on a "voluntary" basis similar to that used during World War II.

● Acceleration of civil defense plans on city and state levels, particularly in the nation's capital, with broadcasters assaying their role in the event of emergency.

● Active consideration by NSRB officials of an emergency key AM-FM-TV network plan as a working base for communications operations.

● Disclosure that National Security Resources Board will have a national defense plan ready "this fall."

Mr. Trammell keynoted the industry stand, stating that, as the "most powerful media of public expression," broadcast services "mobilize our moral forces" and "in bringing this message to the people, television is adding the gift of vision to radio's voice."

But radio's responsibilities are "grave and its task is difficult," Mr. Trammell cautioned, referring to civil liberties and public issues. He continued:

### Cites Communist Aim

"We know, for example, that several years ago, Communists in the United States were directed to infiltrate . . . press, broadcasting and the movies . . . with the aim of slanting them to serve the propaganda purposes of the international Communist movement; and they were especially interested in broadcasting because of its great influence on the way we think and act. I assure you that we do not intend to let them succeed in this treacherous work. We are alert to the danger. . . ."

Mr. Trammell made his observations in a speech prepared for delivery before the FBI National Academy in Washington last Friday. Recalling the last war he asserted:

**. . . Radio in the United States shouldered arms and, together with the American people and American industry, geared itself for total war. Throughout the long years until victory was won, it carried the responsibility of broadcasting for the United States government. The story of its contribution is too large ever to be recorded in its entirety. Every wartime effort found its support in radio. . . . In every area of the war effort . . . American radio proved itself a mighty weapon in the nation's service. . . .**

"In these critical times, the security of our nation lies in its economic strength and in its moral strength," Mr. Trammell declared. "The broadcast services are helping to build both."

Renewed analysis of defense preparations was sounded last Monday by W. Stuart Symington, NSRB chairman, in a speech before the annual convention of the American Red Cross in Detroit.

### Hopley Report Quoted

The NSRB chief quoted extensively from the famous report submitted by the late Russell Hopley, who contended that civilian defense was the "missing link" of our military security. Mr. Symington felt there is another—"adequate long range industrial mobilization planning."

Among the plans advanced in the Hopley report was one providing for a primary emergency network of key AM-FM-TV stations throughout the country, as well as a secondary hookup. Other stations also could join in with key stations after proper codified instructions from local civil defense officials [BROADCASTING, Nov. 21, 1949].

Although NSRB officials stressed at the time that the board neither approved nor disproved any or all of the Hopley recommendations, it was conceded last week the network plan is under active consideration as a "kickoff" point for all proposals dealing with use of commercial broadcast stations. The plan is still on paper, however, it was emphasized.

The question of "radio silence" remains a knotty one, but it appears to some military observers that silence would be imposed on stations only at certain times—when it might afford enemy aircraft navigational advantages from radio emissions. The use of subaudible frequencies could serve however, to nullify the element of surprise, they contend, if stations were to remain on the air.

The Hopley report, which is being used as a guide by NSRB communications officials, singled out the advantages to be gleaned from use of AM, FM, TV and facsimile, and noted that the needs of civil

*(Continued on page 16)*

# MASS SELLING

## Carnation Terms Radio Best

CREDITING radio with an "unparalleled, all-time record of economic mass selling," Paul H. Willis, general advertising manager, Carnation Co., Los Angeles, speaking at the Advertising Assn. of the West convention Tuesday session of "Court of Advertising at Work," showed how the medium had proved the most successful single selling force for Carnation evaporated milk.

Tracing the history of the 51-year-old organization, the "first evaporated milk to adopt radio advertising," Mr. Willis pointed out with the help of charts that since 1932, when the firm's radio expenditures had increased to 58%, 10 times the allotment of the year before when the medium was first used, it has maintained dominance in the budget over other media.

Taking care not to slight other media which also contributed to sales success of the product, Mr. Willis asserted that the greatest sales progress was achieved with "more balanced media pattern." Radio expenditures are still 26% above the medium taking the next highest allotment of the total expenditure.

### Have Confidence in Advertising

Carnation, Mr. Willis stated, has always had profound confidence in the power of advertising and promotion, as demonstrated by the beliefs of its founder, E. A. Stuart. One of his specific sales policies was "creation of consumer demand through consistent, constructive advertising." This belief in the power of advertising, in 1899 ahead of its time, was bred in the organization, Mr. Willis said.

Twenty-three different advertising media are used by the widespread organization for its four different operating divisions — evaporated milk, fresh milk and ice cream, cereals and feeds (Albers Division), export or foreign.

A firm that had advertised in a variety of media "practically from the start," Carnation in 1931 first became aware of the "opportunity for powerful and economical mass selling" which radio could afford its product, Mr. Willis said.

With the first use of radio that year, the firm was by several years the first evaporated milk to adopt radio advertising and among the first of all food advertisers to use network radio, he declared.

The first program, started in August 1931, was a half-hour musical show called *Contented Hour*, broadcast from Seattle over the NBC Pacific Coast Network. Results were so encouraging that the firm followed it up early the

*(Continued on page 48)*



XUM

## Radio Gets Ready

*(Continued from page 15)*

defense would be effectively served if stations "remain on the air preceding an air attack, during air raids and in the post raid periods."

Radio and television stations could assist in a number of ways in the event of any emergency, the report said [BROADCASTING, Nov. 15, 1948].

Another plan under study is that detailed by Edward M. Kirby, former NAB public relations director and now a consultant, and Jack W. Harris, KPRC Houston general manager. Both served as officers in World War II.

They urge provision for transmission of network broadcasts by means other than telephone lines which, conceivably, might be bombed out in warfare; interconnection of network and non-network stations, and revival of "some central government information clearing house like the old OWI" under Byron Price. Radio must be "mobile," they emphasize.

Other plans, described as "classified" at this stage, are under consideration by military and civilian authorities, among them one proposed by the broadcasting industry, it was learned.

Responsibility for the nation's mobilization program, including supervision of communication and other facilities, would rest with Mr. Symington to a larger degree than heretofore, under a plan submitted to Congress last May by President Truman.

### NSRB Plan

The plan would transfer present functions now vested with the board to Chairman Symington and provide for appointment of a vice chairman. NSRB members would serve in an advisory capacity, with full power and discretion lodged in Mr. Symington. He would direct activities of NSRB, Munitions Board, Office of Mobilization, and a host of participating agencies, including FCC [BROADCASTING, May 15]. NSRB is the coordinating agency for civil defense planning.

Authorities said last week that the Senate Executive Expenditures Committee, to which the plan was referred, will favorably report the plan, which becomes law July 8 (Saturday) unless vetoed by either house of Congress.

First mobilization step for the electronics industry was taken in 1948 by Radio-Television Mfrs. Assn., which submitted recommendations to the Munitions Board and National Security Resources Board, top parallel military policy agencies.

The two boards set up the Electronic Equipment Industry Advisory Committee, with Fred R. Lack, Western Electric Co., as assistant chairman for industry. The committee has held several meetings and will meet again in mid-September. An industry mobilization plan has been tentatively approved.

Dr. W. R. G. Baker, vice president of General Electric Co., was named to study Army and Navy specification problems as well as problems of the quartz crystal industry.

The Munitions Board recently set up its own Electronics Division, with Marvin Hobbs as acting chief.

Government orders of radio transmitting and communications equipment, including radar, rose substantially in the first quarter of 1950, totaling $41,305,390 as compared to $37,342,885 a year ago, according to RTMA. Radar apparatus constituted a heavy share of the orders during the first quarter, amounting to $24,860,004. This included search, navigational and fire control items.

The Munitions Board's Joint Electronics Committee and NSRB, represented by Leighton Peebles, its communications division chief,

**Also See:**

*Page 35*— **Networks Cover War News**

*Page 30*— **Voice Reports Korean Outbreak**

*Page 30*— **Harvard Study Analyzes Soviet Radio**

work with the manufacturers' Industry Advisory Committee on equipment specifications and stockpiling of materiels. The munitions group is charged with compiling requirements for the military — Army, Air Force and Navy.

Supervision, monitoring and guiding the creation of civil defense's role in support of the Air Force program is being handled in the Defense Dept. by Col. A. B. Pitts, communications officer, and Lt. Col. Barnet Beers, assistant civil defense liaison. The department already has pressed into effect a Communications Aircraft Observer Corps in parts of 10 eastern states, with plans to extend it to 25 states. Plan makes use of existing telephone facilities, as well as various mobile facilities, including transit radio and taxicabs.

Use of commercial broadcast facilities also is being studied by the Air Force, Col. Pitts said, adding that NAB had offered full cooperation the past two years.

On transit facilities, Richard Crisler of Transit Radio Inc. has submitted lists of cities where transit radio operates, and department officials have conferred with Ben Strouse, general manager of WWDC Washington, capital franchise-holder of the service.

Creation of the observers' corps was effected following a number of tests utilizing coded frequencies involving participation of such stations as WNBC New York and WBZ Boston, Col. Pitts said. Use of sub-audible frequencies would make it possible to warn cooperating broadcasting and local civil defense officials of imminent air attack without "tipping off" radio listeners. The method was found to be "practicable and feasible," he added.

### Civil Defense Discussed

Meanwhile, federal officials and state and city representatives have discussed civil defense planning the past month in a series of conferences looking into communications and other phases. Discussions have been initiated by Paul J. Larsen, director of NSRB's Civilian Mobilization Office. Mr. Larsen has urged state governors to press for legislation creating civil defense planning bodies in their areas.

Three major cities—Washington, Chicago and Seattle—are in the process of conducting studies for preparation of an interim civil defense plan. Results of the studies can be used as a guide for other cities.

A broadcasters' committee, comprising representatives, mostly engineers, of the capital's radio-TV stations, has met periodically with Herbert Friede, District superintendent of communications, NSRB officials and the FCC. Amateur radio operators, telephone company officials and municipal representatives also have sat in on discussions led by Mr. Friede.

Broadcasters' subcommittee, led by Ross Beville, WWDC Washington engineer, already has furnished statistical data on location of transmitters, working hours manned by engineers, power sources, receivers, and ability to communicate with other stations.

### Broadcasters in Attendance

Broadcasters who have attended meetings include, in addition to Mr. Beville, Clyde Hunt of WTOP, Harold Reed of WOL, Ken Berkeley, vice president and general manager, and Frank Harvey, of WMAL, all Washington, among others.

Mr. Friede pointed out that FCC is considering recommendation that the 1750-1800 kc band be allocated for "disaster communications service," which he felt would be sufficient to serve the demands of civil defense in event of an emergency [BROADCASTING, June 12]. NSRB neither approved nor disapproved pending release of its overall plan.

Mr. Friede told BROADCASTING that "television will play a part in dissemination of information to the public"; that station locations have been plotted; and that charts and blueprints will be laid before broadcasters in subsequent early meetings. All plans, however, would be subject to approval by NSRB, which contemplates a complete civil defense plan by September.

Two plans are being studied involving communications' role before attack ("alerting" phase) and actual operational procedure during an emergency.

Drawn for BROADCASTING by Sid Hix

*". . . and now we'll hear from Sen. Bulgebottom on a safe and sane Fourth of July!"*

## KRSC SALE

### Negotiations Completed

NEGOTIATIONS have been completed for the purchase of KRSC Seattle by J. Elroy McCaw, West Coast station operator, from P. K. Leberman and associates for $112,500 plus net quick assets, subject to the customary FCC approval.

Mr. McCaw is the owner of KELA Centralia-Chehalis, Wash., and, with John Keating, West Coast station representative, is stockholder of KYA San Francisco, KPOA Honolulu and KLZ Denver. He also has interests in KYAK Yakima, Wash., and KALE Richland, Wash.

Earlier arrangements for the sale of KRSC to Sheldon Sackett, West Coast broadcaster and publisher, did not materialize [BROADCASTING, Dec. 26, 1949].

Sale of KRSC by Mr. Leberman and his associates, John Ryan and Robert Priebe, follows their disposition of KRSC-TV and KRSC-FM to KING Seattle for $375,000 about a year ago [BROADCASTING, May 16].

KRSC is on 1150 kc with 1 kw. The transaction was handled by Blackburn-Hamilton Co.

# Comments on 'Fusion Now' Proposal

See Editorial, Page 36

EDITOR, BROADCASTING:

. . . Of course, you know without my telling you that I am in complete agreement with your thesis that the major issue faced by the mass media is "government vs. private operation."

Whether your suggestion for a fusion of AM, FM, TV, manufacturers and other collateral broadcasting arts is a feasible one is much more difficult to answer. If the problem within the NAB stems from differences among its classes of membership because of differences in size, scope and interests, perhaps the problem would only be increased if we brought in other groups as well.

On the other hand, perhaps the bringing together of all such groups might be just what is needed to emphasize the one over-riding issue and permit organization to achieve effective action with respect to it; leaving to each of the subordinate groups the working out of what you call the residual or collateral problems peculiar to each. I would be glad to have a chance to talk the matter over with you.

*Justin Miller*
*President*
*NAB*

* * *

EDITOR, BROADCASTING:

It seems to me that an organization which includes both the manufacturers of equipment as well as the owners of stations could accomplish much in solving the day-by-day problems, both national and international, that arise in this rapidly advancing field of telecommunications.

*George E. Sterling*
*Commissioner*
*FCC*

* * *

EDITOR, BROADCASTING:

. . . Your proposal has a great deal of merit and while I realize that our interests are closely associated with the broadcasters I believe that the problems of the manufacturers are generally of a different nature.

While this could probably be handled in a collective organization with your divisional setup, I do not believe that the RTMA would adopt your proposal at the present time.

*Leslie F. Muter*
*President*
*The Muter Co., Chicago*
*Member Board of Directors and Treasurer, Radio-Television Mfrs. Assn.*

* * *

EDITOR, BROADCASTING:

Congratulations for having gotten out from among the trees and taking a look at the forest. Your proposal will evoke serious discussion in all quarters, and your initiative in stimulating this discussion is "operation in the public interest."

*Joseph H. Ream*
*Executive Vice President*
*CBS*

* * *

EDITOR, BROADCASTING:

. . . First I believe your thinking is very constructive.

Second, I doubt if such an organization as you outlined would be feasible from a practical operating standpoint.

Third, I believe a yearly conference of broadcasters, telecasters and manufacturers would be a very worthwhile project. I visualize this as a meeting of the officers and boards of directors of the various special interest groups from these fields for the purpose of discussing their common problems. I could not see it at all as a typical trade convention.

*William B. Ryan*
*General Manager*
*NAB*

* * *

EDITOR, BROADCASTING:

Your editorial, "Radio-TV Fusion Now," presents a new and interesting idea. Due to the many conflicting interests I do not believe that all the radio and TV forces could unite under a single banner, but I have long thought that some means should be provided whereby all those who have a stake in the American system could work more closely together on the many things upon which they all agree.

Here's hoping your editorial produces some thinking about this subject which will produce a worthwhile result.

*Neville Miller*
*President*
*Federal Communications Bar Assn.*
*Former President (1938-44)*
*NAB*

* * *

EDITOR, BROADCASTING:

I particularly like the advantages of broadcaster and set distributor-dealer cooperation which could accrue from one all-encompassing association or "Congress" which you propose. The accurate measurement of television circulation and out-of-home radio listening are bound to be growing needs and increasingly difficult. This association could materially help these assignments by correct set sales and installation figures, area by area.

*Preston Peters*
*Free & Peters*

* * *

EDITOR, BROADCASTING:

Your proposal for an all inclusive organization for radio and television seems to me to be just what is needed. A descriptive title would be Radio and Television Council.

Each unit of the Council can organize with its own staff just as it seems fit. Whether differences between the units would render the Council ineffective would depend on the strength of leadership and evolutionary process, establishing the good of the whole as paramount against conflicting special interests.

This is a bold forward-looking suggestion, and I would like to see steps taken promptly to determine whether it can be adopted.

*Theodore C. Streibert*
*President, WOR New York*
*Chairman of the Board*
*MBS*

* * *

EDITOR, BROADCASTING:

There is no doubt in my mind that you have covered here a very serious industry problem. I only hope that the industry will take it seriously and do something about it.

*Frank White*
*President*
*MBS*

* * *

EDITOR, BROADCASTING:

. . . In my opinion, the idea that you are advancing in this editorial goes straight to the heart of a very complex problem and I earnestly hope that the broadcasting industry, with all of its allied interests, will recognize the timeliness and the desperate need for adopting and effectuating the intelligent and constructive idea presented in that editorial.

If there is anything that I can do to cooperate with you toward the achievement of this worthy and desperately needed objective, please command me.

*Lewis Allen Weiss*
*Chairman of the Board*
*Don Lee Broadcasting System*

* * *

EDITOR, BROADCASTING:

I feel that the radio and electronics arts have reached that point of development where a fusion along the broad lines you suggest is not alone desirable, but essential. I know your article will stimulate thinking along that line.

*John Elmer*
*President*
*WCBM Baltimore*
*Former President (1937-38)*
*NAB*

* * *

EDITOR, BROADCASTING:

Your suggestion for a Radio-TV Congress makes sense. We need a single fused organization which will take cognizance of the overall needs of the industry and the particular requirements of its

*(Continued on page 46)*

EDWIN C. JOHNSON, COLO., CHAIRMAN
ERNEST W. MCFARLAND, ARIZ. — CHARLES W. TOBEY, N. H.
MARTIN G. MADDEN, ILL. — OWEN BREWSTER, MAINE
FRANCIS J. MYERS, PA. — HOMER E. CAPEHART, IND.
OLIN D. JOHNSTON, S. C. — JOHN W. BRICKER, OHIO
WILLIAM O. HUNT, WYO. — JOHN F. WILLIAMS, DEL.
EDWARD S. JARRETT, CLERK

**United States Senate**
COMMITTEE ON
INTERSTATE AND FOREIGN COMMERCE

June 23, 1950

Mr. Sol Taishoff
Broadcasting - Telecasting
National Press Building
Washington 4, D. C.

Dear Sol:

Associating elephants with mice, wolves with lambs, and the ostrich with the humming bird, presents its difficulties to be sure but perhaps it can be done. Noah did it. When God's creatures are threatened by common disaster an ark sobers antagonisms.

Trite but true; unless the various facets of the radio world hang together most certainly they will hang separately. I like the name "The National Congress of Radio" and I like the idea even better - if it works.

Sincerely,

Edwin Johnson

EDJ:el



DETROIT PUBLIC LIBRARY

# 'The Big Story'

## Proves To Be a Radio-Television Success Story for PALL MALL

By FLORENCE SMALL

LEADER in the extra-length cigarette field and among the top five brands in the country in sales, Pall Mall has consistently enlisted radio—and now television—for the king-size portion of its spectacular sales job.

Of a total annual advertising budget of $3 million, the American Cigarette & Cigar Co., maker of Pall Mall, devotes more than $2 million to radio and television, with the latter medium receiving approximately $800,000 of the appropriation.

In a statement to BROADCASTING, Paul Hahn, president of the American Tobacco Co. (parent company), explicity conceded that radio—and latterly, television—has been "a major factor" in the impressive sales record of Pall Mall.

Currently the firm sponsors *The Big Story* on NBC radio and television besides its vigorous spot campaign on radio and video stations throughout the country. Agency for Pall Mall is Sullivan, Stauffer, Colwell & Bayles, New York.

Once a leader in the Turkish cigarette field, Pall Mall was an industrial casualty of World War I when hostilities cut off its life-giving supply of Turkish leaf. Allowed to languish in the shadow of Lucky Strike until the last year of the '30s, Pall Mall then experienced the personal invigoration of the late fabulous George Washington Hill.

Mr. Hill's first act in the epochal campaign was to lengthen the cigarette and to call dramatic attention to the term "king-size," now a standard word in the cigarette industry.

### Types of Promotion

His advertising was equally provocative and effective. In 1939 Pall Mall "Made You Look Smarter"; in 1940, the cigarette advertising stressed the "Long" and "Short" comparison; in 1941 the company instituted a tremendous spot announcement campaign on practically every station in the country with the famous "On Land, Sea and Air" transcriptions. The extent and success of the latter has become almost a radio legend.

American Cigarette & Cigar Co. launched Pall Mall's network career in April 1937 when it bought a 15-minute commentary show, through the Compton agency, featuring Ford Bond. In the succeeding years under Young & Rubicam, and after 1942, with Ruthrauff & Ryan, the Pall Mall shows featured in order, Dorothy Thompson, Eddie Duchin, Gracie Fields, and Robert Ripley. In 1946 Pall Mall bought the Frank Morgan show *(The Fabulous Dr. Tweedy)* which had been a summer replacement for Jack Benny and Lucky Strike. The Jack Benny show, incidentally, was originally envisioned for Pall Mall in 1943, but the American Tobacco Co. believed it too large a venture and reassigned it to Luckies.

### Replaces Morgan Series

In April 1948 the Frank Morgan show was replaced by *The Big Story*, the same year that the Pall Mall account was taken over by SSC&B. Two years later sponsorship of the program was extended to television also.

*The Big Story*, which chronicles the exploits of reporters, was conceived and originated in the minds of two men, Bernard J. Prockter, radio producer and owner of the package, and Clement Wyle, who as writer and keeper of the archives for the late Warden Lewis E. Lawes became the collector of an immense store of crime news stories.

To sustain the documentary format set for the show Mr. Prockter and Mr. Wyle interview hundreds of reporters for news stories worthy of re-enactment. Narratives are selected for adaptation only when the reporter actually has been a participant in the making of the news. The journalist whose authentic experience is used receives a $500 award.

The documentary format of the show also is stressed in the telecast version. Camera crews actually go on location to film the locales of the narratives. Special mobile equipment, such as a station wagon with a camera ramp, have kept the shooting junkets moving quickly through the country. To date the tours have covered some 30,000 miles.

As an example, a recent film schedule covered Memphis, Chattanooga, and culminated inside the walls of Huntsville Prison in Texas for the background of a headline account of four convicts who escaped by forging the governor's name to pardons.

Additional realism is gained in the telecasts by enlisting members of the community where the sequences take place for bit parts. Some amazingly good acting as well as unusual incidents have resulted from this.

### High Rating

During a recent Nielsen rating *The Big Story* was number four on homes reached and number 10 on percentage rating of all U.S. TV shows.

Pall Mall's phenomenal increase in sales in the past 10 years—10 times as high in 1950 as in 1939—is largely attributable to Mr. Hahn who had been president of American Cigarette & Cigar Co. for

**DISCUSSING program plans (l to r): William Spire, Sullivan, Stauffer, Colwell & Bayles account executive; Alan Garratt, advertising manager of the American Cigarette & Cigar Co., and Bernard Prockter, producer.**

* * *

many years, and who recently was named president of American Tobacco Co. (Lucky Strike cigarettes).

Mr. Hahn originally was house attorney for the company. He started with the organization in the late '20s, and in 1931 joined the firm as a director and assistant to Mr. Hill, then president. He was elected a vice president in 1932 and became president of the American Cigarette & Cigar Co. in 1939.

Currently one of the leading figures in American industry, Mr. Hahn is a stalwart advocate of radio and television.

Alan Garratt, advertising director, has been with the company since 1938 when he joined the purchasing department. In 1941 Mr. Hahn, on the look-out for exceptional talent in the organization, invited Mr. Garratt to join the advertising department where he remained until he entered the Navy in 1943. In 1946 he returned to the American Tobacco Co. to take charge of the Lucky Strike *Hit Parade*. In 1947 he was promoted to the post of advertising manager for Pall Mall and recently—two months ago—was named a director of the company.

In summarizing the attitude of the organization, Mr. Garratt said: "Pall Mall has a long tradition of quality advertising in keeping with its product and has always endeavored in radio and television to maintain this high standard not only in commercial treatment but also in the type of shows selected to carry Pall Mall's commercial message."

Mr. HAHN

# ULLMAN SERIES

## Beatrice Kay Sets Pact

CONTRACTS for 156 quarter-hour transcribed shows have been signed by Beatrice Kay and the Richard H. Ullman Inc., Buffalo, according to Richard H. Ullman, president of the firm. Mr. Ullman said the new series, known as *The Beatrice Kay Show*, is designed for use by local, regional and national advertisers.

Miss Kay, known as the Gay Nineties girl of screen, stage, radio, TV and Columbia records, is venturing into a transcribed feature for the first time, Mr. Ullman said.

In addition to its star, *The Beatrice Kay Show* will feature Artie Malvin, vocalist; Claude Thornhill and Glenn Miller orchestras; Kay Jammers band and a male chorus. Scripter for the series is Jay Jones, the director, Bobby Nicholson.

Mr. Ullman stated that his firm will back the new series with an expanded sales force and a heavy promotional sales campaign. The Ullman company is producer of *Tune-O, Jingle Library, $Dollar Derby$, Barbershop Harmonies* and *Joe McCarthy Speaks*.

## Carolina Meet Set

FALL meeting of the North Carolina Assn. of Broadcasters will be held Oct. 23-24 at the Mid-Pines Club, Southern Pines. The session site was voted at the recent NCAB convention at Chapel Hill. It will be announced when reservations are open, officials said.

*Miss Kay inks transcription contract with approval of Mr. Ullman.*

## STANDART NAMED

### WBRD Plans Aug. Start

APPOINTMENT of Robert W. Standart as general manager of WBRD Fort Lauderdale, Fla., has been announced by L. C. Judd, Fort Lauderdale realtor and president of the newly formed Broward Broadcasting Co., owner and operator of the daytime outlet on 1580 kc with 250 w. Station has set August as the tentative starting date.

Mr. Standart has been in radio since 1938, starting his career at WJBK Detroit after graduation from Wayne U. During the past six months, he has been associated with WTVJ (TV) Miami, and prior to that was general manager of WFTL and WGOR (FM) Fort Lauderdale. Before moving to Fort Lauderdale, Mr. Standart was general manager of WBAY Coral Gables.

# NAB DISTRICT MEETS

## *Plans Being Drawn*

NAB'S summer-autumn series of district meetings will be marked by a "let's get acquainted with NAB" theme in which members and nonmembers alike will be told the facts of industry and trade association life.

Plans for the annual broadcaster gatherings are being drawn up at NAB Washington headquarters, following the recent board meeting [BROADCASTING, June 26]. The idea of conducting a sell-NAB clinic has board approval and a headquarters crew will make the nationwide circuit, starting with the Aug. 14-15 meeting in Seattle.

Following the board meeting, in which NAB is thought by many members to have successfully survived a threatened crisis, the headquarters staff has focused its attention on carrying out board mandates involving membership, Broadcast Advertising Bureau and other operations.

Topping last week's activities were the BAB and district meeting projects, which interlock in many phases. Maurice B. Mitchell, BAB director, will join Washington headquarters officers in the plan to acquaint members with many of the little-publicized services.

The NAB delegation around the nationwide circuit will be led by President Justin Miller. With Mr. Mitchell and Richard P. Doherty, employe-employer relations director, Judge Miller will have at his side other headquarters officers depending on the special agenda of each meeting.

### To Stress Teamwork

Members will be given an overall NAB picture plus detailed description of departmental work, but the teamwork motif will be stressed rather than special operations.

William B. Ryan, NAB general manager, was completing his revamping job at headquarters following board approval of his reduced budget and his general plans for the association. Still on his desk is the job of drawing up a plan to redistrict the nation into fewer areas and to realign the directors-at-large setup. This lineup is to be submitted to the board next November.

It was emphasized at NAB that BAB's $168,000 budget for the year permits continuance of the sales operation at the present level with no projects cancelled. The original $200,000 BAB budget contained a number of proposed items which were not deemed feasible at this time.

A special BAB board advisory committee is scheduled to meet July 27-28 in Washington to review preliminary plans for separation of BAB from the association itself. Mr. Ryan endorsed the separation idea to the board, which adopted a resolution calling for such separation by next April. Many board members accepted his contention that the separation should not be a severance from NAB but merely go far enough to give BAB the freedom it needs to carry on an aggressive industry sales campaign.

Heading the board advisory com-

*(Continued on page 49)*



XUM

# SWITCH TO SPOT

## Ralston Joins Trend

INCREASING TREND toward use of spot radio by national advertisers who formerly relied on major network programs received another push last week with announcement that the Ralston Purina Co. has cancelled its *Tom Mix* and *Checkerboard Jamboree* shows on MBS and is planning a heavy plunge into spot and spot programs.

While format of the new campaign is not complete, reports are that the company will transcribe the *Checkerboard Jamboree* and place it on a selective station list. At the same time the budget formerly spent on the *Tom Mix* network show will be diverted to a spot schedule currently being worked out by the agency, Gardner Advertising, St. Louis.

**Reasoning Behind Move**

Informal sources close to the account think the reasoning that prompted Ralston Purina to quit network radio is the same that has caused other big advertisers to pursue a similar course—that the dilution of radio audience in areas of television concentration has reduced the efficiency of radio network programming for their products.

By turining to spot broadcasting, it is felt, these advertisers believe they can concentrate their messages in specific markets, suffer less from television-radio competition for audience.

Another network sponsor, Mail Pouch Tobacco Co., dropped its network show *Sports For All* on MBS and although its fall plans are not set yet, it was understood that the Charles Hoyt agency, New York, has recommended spot radio for the fall.

Carter Products, through SSC&B, New York, which dropped its *Jimmy Fidler Show* on ABC, currently is using a heavy national schedule and is looking for a television program.

The Borden Co., through Kenyon & Eckhardt, New York, deleted its long time *County Fair* show on CBS and is using various spot radio campaigns for its products.

Among station representatives it is felt that some advertisers who have formerly used network radio are finding it difficult at this stage to formulate fall plans for network purchases, owing to problems of predicting radio audience trends in markets of heavy TV concentration.

As a result some are buying spot campaigns as a bridge. Whether they will return to network radio in the future is, of course, questionable.

Other advertisers who have elected to spend heavily in television are obliged to bolster TV coverage, which as yet is limited, with radio spot schedules in markets where television is either weak or nonexistent.

T. F. Flanagan, managing director of the National Assn. of Radio Station Representatives, said last week that members of the association had reported increasing interest on the part of advertising agencies in obtaining guarantees for spot time regular schedules from stations.

The agencies are requesting stations to guarantee regular time periods for both spot announcements and spot programs, Mr. Flanagan said, and station representatives have been suggesting that stations adopt such policies.

It is the belief of NARSR that establishment of a system guaranteeing placement of spots, both announcements and programs, in regular schedules will lead to increased use of spot radio by advertisers.

Mr. Flanagan also pointed out that many network affiliates will find themselves with open night periods on their hands this fall because of decreased use of nighttime network radio by sponsors. This will offer the stations an opportunity to fill such periods with spot programs in choice time that was formerly occupied by network commercials.

# RADIO PROSPERS

## Not Killed by TV—Sindlinger

TELEVISION is not killing radio, according to data compiled by Sindlinger & Co. in Philadelphia and released last week in a report called "Facts in Focus." Material was gathered through Radox, the firm's instantaneous electronic radio and television measurement system.

From April 1949 through February 1950 TV set ownership in Philadelphia increased from 85,000 homes to 160,000. The number of viewing minutes devoted to television increased 123%. During the same period, the report points out, the total number of minutes devoted to radio decreased only 19%.

In homes which have had a TV set for more than a year, radios are used twice as much as radios in homes with television less than a year, according to the report.

Although televiewing gained 37 minutes during the period, the Sindlinger report points out that this gain did not necessarily come from radio listening. Actually, only 11 minutes were found to be subtracted from previous radio listening time. The difference of 26 minutes came from activities other than radio listening. Over the period the number of minutes used by both radio and television was found by Sindlinger to have increased 33%.

**All Homes Included**

It is further pointed out that the 19% drop in total radio listening between 7 and 10 p.m. does not refer to television homes only, but is an average of all Philadelphia homes—radio-only and television-with-radio. Several reasons are presented to show why there has not been a greater decrease in radio listening: "(1) Radio homes in Philadelphia during the past year have increased by 12,000, and the number of radio sets has increased by 68,000 (6% gain); (2) a sharp increase in radio listening in TV homes (primarily from multiple radio sets) where TV has been owned for more than a year."

Radio-only homes reportedly listen to the radio an average of 8[illegible] minutes an evening. When a radio-only home acquires a video set radio listening drops to 14.8 minutes an evening, Sindlinger found. When the novelty wears off, however, it is reported that radio listening in TV homes increases, reaching 34 minutes an evening—38% of former radio listening—in those homes in which television sets have been owned for over a year.

# MERGER

## Dowd, Redfield & Johnstone Formed in N. Y.

Mr. Johnstone  Mr. Dowd  Mr. Redfield  Mr. Tuers

* * *

JOHN C. DOWD Agency of Boston has purchased the Blaker Agency, New York, and the combination will merge with Redfield-Johnstone Inc., New York, in a new firm to be known as Dowd, Redfield & Johnstone, with an estimated billing of close to $6 million.

The new organization will occupy the entire second floor of 501 Madison Ave., New York. All personnel of both Blaker and Redfield-Johnstone will be retained.

Officers of Dowd, Redfield & Johnstone Inc. are LeGrand L. Redfield, chairman of the board; John C. Dowd, president; Edmond F. Johnstone, executive vice president; Edward D. Parent, treasurer; and Harold Tuers, secretary.

William Eynon, formerly with H. B. Humphrey Agency, New York, will join the agency as director of radio and television.

Additional key personnel will be announced shortly.

Both the Boston agency of John C. Dowd Inc. and the New York office of Dowd, Redfield & Johnstone Inc. will operate autonomous branches, each offering a complete advertising and marketing service of its list of clients.

The 16-year-old Blaker Agency of New York was purchased by John Dowd from Henry Sell, editor of *Town & Country*.

The new agency's radio accounts include First National Stores, Harvard Beer, Stahl-Meyer, Block Drug and Colonial Airlines. Other accounts are New England Power & Light, Megowen-Educator, Lentheric and Longchamps Restaurants.

# PETRY IS HOST

## Open House at New Offices

EDWARD PETRY & Co. last week was host to several hundred leaders and representatives of agencies, advertisers and broadcasters at open house parties in the new New York offices of the station representative firm. The recently completed Petry offices occupy the entire 23d floor of 488 Madison Ave.

In addition to executive and clerical offices, the Petry establishment includes an audition room equipped with both audio and visual devices for presentation of television and radio programs and commercials.

The television equipment includes a 16mm sound movie projector, a slide projector and a Balopticon projector, each of which is used for rear projection upon a television screen in the audition room. All of the projectors operate on a complicated optical system using angled mirrors and permitting the mixing of movie films, ordinary slides and Balopticon slides at will on the single screen.

All types of television film may be shown. Complete audio equipment for record, transcription, and voice has also been installed.

# McCray Assumes Post

THOMAS C. McCRAY assumes his new post as NBC director of radio network operations in Hollywood July 17. Mr. McCray was appointed to the Hollywood assignment after serving as the NBC radio network program director.

# NETWORK TIME USERS

## P&G Leads in April

*PROCTER & GAMBLE CO. again in April was the top user of national network time, with gross purchases of $1,531,221 during the month, according to data on advertising expenditures for network time compiled by Publishers Information Bureau.

The only network advertiser to spend more than $1 million for network time, at gross rates, P&G alone accounted for 9.6% of the total April gross time sales of $15,918,672.

General Foods ranked second in network time purchases in April, up from fourth place in March. Campbell Soup Co. entered the list of the top 10 network time users in April, ranking seventh for the month. Table below lists first 10 network clients, ranked in accordance with their time purchases for April.

### Food Products Lead

Breakdown of network time sales by product in upper table shows Foods Products the largest group user of network time in April, with Toilet Goods ranking second, Smoking Materials third, Drugs fourth and Soaps & Cleansers fifth.

The same five groups compose the top five for the January-April 1950 period, but for this time the rank order is slightly changed. Foods still rank first and Toiletries second, but Drugs rank third and Smoking Materials fourth, with Soaps fifth.

Compared with April and January-April 1949, the 1950 network time billings were slightly lower for the month and four-month period of 1950. Of the five leaders, Foods and Toiletries had lower billings this year, while Smoking Materials and Drugs used more network time than a year ago and Soaps were practically the same for both April lists and both four-month terms.

Individual advertiser leading each product group is shown in table at right.

### CBS First

Network-by-network analysis of gross April time sales [BROADCASTING, May 22] showed CBS first for the month and also for the four-month period. CBS was also the only radio network to show an increase in time sales for April and the four months in comparison to the like periods of 1949.

* * *

**TOP 10 NETWORK ADVERTISERS IN APRIL 1950**

| | |
|---|---|
| 1. Procter & Gamble | $1,531,221 |
| 2. General Foods Co. | 665,123 |
| 3. Miles Labs | 661,992 |
| 4. Sterling Drug Co. | 637,833 |
| 5. Lever Bros. | 610,620 |
| 6. General Mills | 548,882 |
| 7. Campbell Soup | 507,470 |
| 8. American Tobacco Co. | 461,240 |
| 9. Liggett & Myers Co. | 453,733 |
| 10. Philip Morris & Co. | 384,502 |

**GROSS NETWORK TIME SALES FOR APRIL AND FIRST QUARTER 1950 COMPARED TO 1949, BY PRODUCT GROUPS**

| PRODUCT GROUP | APRIL 1950 | JAN-APRIL 1950 | APRIL 1949 | JAN-APRIL 1949 |
|---|---|---|---|---|
| Agriculture & Farming | $ 109,277 | $ 390,238 | $ 67,636 | $ 478,071 |
| Apparel, Footwear & Access. | 169,202 | 500,402 | 119,166 | 511,743 |
| Automotive, Automotive Equip. & Supplies | 614,397 | 2,238,495 | 729,095 | 2,780,256 |
| Aviation, Aviation Equip. & Supplies | ..... | ..... | ..... | ..... |
| Beer, Wine & Liquor | 234,211 | 992,840 | 85,071 | 293,475 |
| Bldg., Mat., Equip., & Fixtures | 122,078 | 452,360 | 124,565 | 441,076 |
| Confectionary & Soft Drinks | 604,618 | 2,447,334 | 636,244 | 2,654,343 |
| Consumer Services | 160,791 | 627,639 | 146,451 | 609,522 |
| Drugs & Remedies | 1,957,251 | 8,479,001 | 1,672,719 | 6,948,982 |
| Entertainment & Amusements | ..... | ..... | ..... | ..... |
| Food & Food Products | 3,742,328 | 15,809,262 | 4,053,165 | 16,271,937 |
| Gasoline, Lubricants, & Other Fuels | 370,041 | 1,684,476 | 530,489 | 2,355,865 |
| Horticulture | 29,360 | 88,080 | 28,740 | 74,724 |
| Household Equip. & Supplies | 220,891 | 932,054 | 717,810 | 2,856,889 |
| Household Furnishings | 47,446 | 163,038 | 103,924 | 418,516 |
| Industrial Materials | 199,883 | 761,281 | 181,520 | 769,970 |
| Insurance | 210,715 | 994,011 | 341,306 | 1,335,587 |
| Jewelry, Optical Goods & Cameras | 194,847 | 592,336 | 179,228 | 753,314 |
| Office Equip., Writing Supplies, Stationery & Access. | 150,567 | 585,807 | 133,008 | 563,655 |
| Political | 2,352 | 4,316 | ..... | ..... |
| Publishing & Media | 72,203 | 537,268 | 125,432 | 423,061 |
| Radios, TV Sets, Phonographs, Musical Instruments & Access. | 98,831 | 413,300 | 120,618 | 597,391 |
| Retail Stores & Direct Mail | 13,356 | 21,502 | 5,496 | 21,984 |
| Smoking Materials | 2,068,250 | 8,446,890 | 1,985,356 | 7,906,749 |
| Soaps, Polishes & Cleansers | 1,812,891 | 7,070,167 | 1,817,907 | 7,169,455 |
| Sporting Goods & Toys | ..... | ..... | ..... | ..... |
| Toiletries & Toilet Goods | 2,159,302 | 8,836,940 | 2,567,742 | 10,599,582 |
| Transportation, Travel & Resorts | 67,452 | 287,757 | 106,912 | 452,912 |
| Miscellaneous | 486,132 | 1,846,179 | 208,475 | 959,436 |
| | 15,918,672 | 65,252,973 | 16,760,805 | 68,278,495 |

SOURCE: Publishers Information Bureau

* * * *

**TOP NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN APRIL 1950**

| | | |
|---|---|---|
| Agriculture & Farming | Allis-Chalmers Mfg. Corp. | 41,498 |
| Apparel, Footwear & Access. | Trimount Clothing Co. | 51,228 |
| Automotive, Automotive Equip. & Access. | Ford Motor Co. | 231,258 |
| Aviation, Aviation Equip. & Access. | ..... | ..... |
| Beer, Wine & Liquor | Schlitz, Jos. Brewing Co. | 62,940 |
| Bldg. Mat., Equip. & Fixtures | Johns-Manville Corp. | 95,758 |
| Confectionery & Soft Drinks | Coca-Cola Co. | 195,992 |
| Consumer Services | Electric Cos. Adv. Prog. | 84,495 |
| Drugs and Remedies | Miles Labs. | 661,992 |
| Entertainment & Amusements | ..... | ..... |
| Food & Food Products | General Foods Corp. | 665,123 |
| Gasoline, Lubricants & Other Fuels | Sun Oil Co. | 80,768 |
| Horticulture | Ferry Morse Seed Co. | 29,360 |
| Household Equip. & Supplies | Philco Corp. | 124,970 |
| Household Furnishings | Armstrong Corp. | 148,656 |
| Industrial Materials | U. S. Steel Corp. | 135,263 |
| Insurance | Prudential Insurance Co. of America | 106,300 |
| Jewelry, Optical Goods & Cameras | Bruner-Ritter Co. | 79,014 |
| Office Equipment, Writing Supplies, Stationery & Access. | Eversharp Inc. | 83,235 |
| Political | Roosevelt for Gov. Headquarters | 2,352 |
| Publishing & Media | William H. Wise & Co. | 56,662 |
| Radios, TV Sets, Phonographs, Musical Instruments & Access. | Radio Corp. of America | 66,396 |
| Retail Stores & Direct Mail | Gifts By Mail Inc. | 11,196 |
| Smoking Materials | American Tobacco Co. | 461,240 |
| Soaps, Polishes & Cleansers | Procter & Gamble | 1,017,220 |
| Sporting Goods & Toys | ..... | ..... |
| Toiletries & Toilet Goods | Colgate-Palmolive-Peet Co. | 378,884 |
| Transportation, Travel & Resorts | Assn. of American Railroads | 66,228 |
| Miscellaneous | Lutheran Church-Missouri Synod (Lutheran Laymen's League) | 193,524 |

# FAMILY COUNT

## Increase Reported by Census

NUMBER of U. S. families has risen from 35,000,000 in 1940 to an estimated 44,000,000-plus in 1950, judging by Census Bureau returns to date. All but 1,500 of the 229,000 census districts have been tabulated but the process of totaling them is still in the early stage.

Increase in number of families is described as an outstanding factor in stimulating demand for products based on family purchasing. Among such products are autos, homes, household equipment, radio receivers, appliances, furnishings and related items.

# POPULATION SHIFTS

## To Fringe Regions

THE NATION'S radio advertisers will find their listeners moving off the farm and out of central city areas into the fringe regions around larger cities, judging by first nationwide returns from the 1950 Census.

Already it is apparent from Census Bureau figures revealed to BROADCASTING that not more than one or two changes will occur in the order of the 10 most populous cities.

Available at this time are provisional 1950 population figures for all but a score of the cities with more than 100,000 population. These figures, the Census Bureau emphasizes, cover only the incorporated city areas and do not cover the metropolitan or trading areas.

Later on this year when the metropolitan area population data are available, broadcasters will have an accurate picture of the city populations they serve. Population of the nation as a whole is expected to pass 151,000,000, compared to 131,669,000 in 1940.

### New York Still Leads

The largest city still is New York, both in terms of incorporated area and metropolitan area, judging by available data. New York, Philadelphia, Baltimore, Pittsburgh and Washington are running behind in submitting provisional population figures to the Census Bureau.

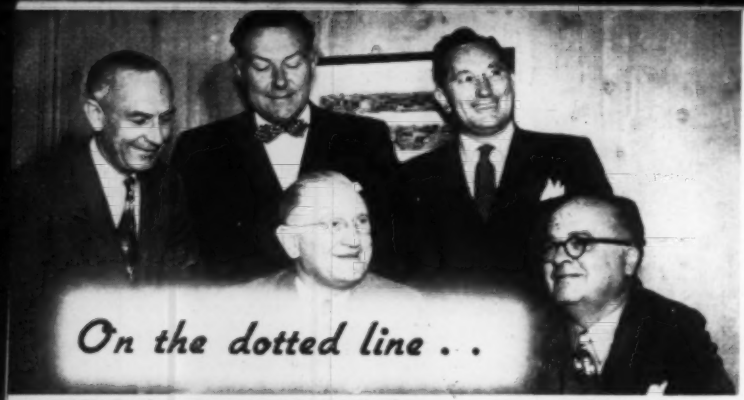
New York's incorporated area will have a 1950 population of about 7,800,000, it is believed on the basis of present data. This compares to 7,454,995 in 1940. The New York metropolitan area, however, is expected to exceed 14,000,000.

Several suburban areas of New York have shown phenomenal growth in the past decade. Nassau County, Long Island, is up 63% to over 630,000. Suffolk County, also on the island, has grown to about 380,000 and Fairfield County, in South Connecticut, has passed the 502,000 mark. Population of the borough of Queens also has grown rapidly.

Population of incorporated Chicago rose from 3,396,808 in 1940 to 3,631,835 in 1950, not including the fast-growing suburban regions. The city retains its second place among the first 10.

Though figures for the incorporated area of Philadelphia have not been completed, the city is expected

*(Continued on page 44)*




FIFTY-TWO week contract for five half hours weekly on KNBC San Francisco, claimed by the station to be the largest Class A time sale in the history of the Bay Area, is set by H. E. Picard (seated l), vice president and general manager, San Francisco Brewing Corp. (Burgermeister beer). Seated at right is John W. Elwood, KNBC general manager. Standing are (l to r) Emil Reinhardt, president, Emil Reinhardt Advertising Agency, Oakland; William Andrews, KNBC sales representative, and W. L. Rinehart, assistant general manager of the San Francisco Brewing Corp.

IRVING SARNOFF (seated r), exec. v. p., Bruno-New York Inc., inks an order for distributing RCA Victor TV, radio and radio-phonograph combinations in Greater New York. With him are (l to r) Jack Marden, RCA Victor; David Wagman, radio-TV sales mgr., Bruno-New York; Gerald O. Kaye, Bruno-New York sales v. p.

AGREEMENT to sponsor the *Old Salt* on WCOP-AM-FM Boston for fourth year is set by Rudolph Bruce (seated), adv. dir., New England Coke Co. Observing are (l to r) Wallace L. Sherpardson, acct. executive, James Thomas Chirurg Co.; Edmund J. Shea, radio-TV dir., Chirurg; Tom Dunn, WCOP acct. executive.

FIFTEEN-minute segment of the *Here's Norman Ross Show* on WMAQ Chicago is bought by National Ice Cream Co. L to r: (seated) E. C. Cunningham, sales mgr., and George Sourapas, National president; (standing) Norman Ross, m. c.; Jack Schneider, WMAQ account exec.; Frank Nahser, Nahser Agency.

SETTING Packers Supermarkets, Detroit, sponsorship of Ziv Co.'s *Cisco Kid* on WXYZ Detroit and WHRV Ann Arbor, Mich., are (l to r): (seated) John Reuter, Packers pres.; James Riddle, pres., WXYZ; Charles Grosberg, Packers treas.; (standing) Walter Miller, Ziv; Julian Grace, Donner Adv.

# CBS SEEKS SINATRA

## Signs Peary; Pacts Set by ABC, NBC

FRANK SINATRA is slated to sign a radio and television contract with CBS, at a price understood to be about $250,000 a year.

The television program is expected to start in October in the Saturday 9 p.m. period. The show is currently being offered to sponsors.

This marks a return to home grounds for Mr. Sinatra. In 1942 he first started with the network on a sustaining show. Three years later (1945) he was the star of *Lucky Strike Hit Parade* on CBS for a two-year term. Recently he was on a five-time weekly radio show on NBC sponsored by Lucky Strikes.

Talent battle continued last week with CBS also signing Hal Peary, star of NBC *Great Gildersleeve*, to a long-term exclusive contract for radio and television.

Although the figure was not revealed, he will get a flat sum on a "play or not play" basis, with a wage increase when sponsored. Kraft Foods Co. owns the *Great Gildersleeve* package and resumes the program in the fall on NBC with replacement for Mr. Peary. CBS will build its own show around Mr. Peary.

### C-P-P Sign With NBC-TV

Colgate-Palmolive-Peet last week signed to sponsor a lavish NBC-TV program starring, on a rotating basis, Fred Allen, Eddie Cantor and two other as yet unselected entertainers, to begin next fall.

The program will be telecast Sunday, 8-9 p.m. and will thus compete with the CBS-TV variety production *Toast of the Town*, a highly rated program.

Messrs. Allen and Cantor and the other two stars will each be seen every fourth week. A production budget of more than $40,000 a week was said to be committed to the show. The sponsor placed the business direct.

NBC also announced last week singing of contract with Al Levy, representing Burr Tillstrom, for fall telecasting of *Land of Oz*, a second network TV feature created by Mr. Tillstrom. His first, *Kukla, Fran & Ollie*, went of its five-a-week, 6 to 6:30 p.m. (CDT) schedule Friday until Aug. 28.

Mr. Levy, who headquarters in New York, is handling commercial aspects of the new half-hour show. He owns exclusive rights to 14 of the original L. Frank Baum *Oz Books*. A kinescope of the first audition has been studied by Mr. Tillstrom and his production staff in Chicago since it was completed more than a month ago.

Mr. Tillstrom acts as artistic director, but will not perform. He will train four or five puppeteers for the series, expected to be aired on the network in an afternoon time slot.

In its protective policy, ABC has signed Bob Garred, Hollywood newscaster, to a seven-year exclusive radio-video contract. With ABC since last March on a move over from CBS, Mr. Garred is the first West Coast newscaster to be signed to such a deal.

Negotiated by Frank Samuels, ABC Western Division vice president, the contract calls for 18 programs per week on a Monday through Saturday basis, with release to 45 Western stations of the network. First 52 weeks is non-cancellable, with a 26 week option pickup thereafter for the seven years. The deal involves between $20,000 and $40,000 yearly, depending upon the number of sponsors. Mr. Garred has a minimum guarantee of $20,000 per year.

## PET MILK SIGNS

### 'McGee & Molly' on NBC

PET MILK Sales Corp., St. Louis, last week picked up sponsorship of *Fibber McGee & Molly*, Tuesday, 9:30-10 p.m. on NBC, after the program was dropped by its long-time sponsor, S. C. Johnson & Son.

The program, now in summer hiatus, will return to NBC next fall.

Simultaneously with the announcement that Pet Milk had bought *McGee & Molly*, it became known that the same advertiser had dropped the *Bob Crosby Show* on NBC Sunday, 10:30-11 p.m. Agency for Pet Milk is Gardner Advertising, St. Louis.

## SUMMER DRIVE

### WCCO Promotes Resort Area

BEAMING its Friday and Saturday night local shows from an amusement park, WCCO Minneapolis has launched the audience promotion phase of its third annual summer sales drive.

Opening shot in WCCO's summer audience campaign was moving origination of the shows to the picnic pavilion at Excelsior Amusement Park on the shores of Lake Minnetonka. General Manager Gene Wilkey said the success of WCCO's 1949 *Saturday Night Radio Party* from the lakeshore resulted in an additional Friday night block of three half-hours this year.

Exploiting its location in the Minnesota - Wisconsin resort area, WCCO has negotiated tie-ins with 200 resorts in the area for display space. In return, the station airs current news regarding fishing, boating facilities and other information from the resorts on news and sports periods. A quarter-hour Sunday morning show, *Have a Wonderful Time*, is devoted entirely to resort information, Mr. Wilkey said.



XUM

# RICHARDS' POLITICS

## *Probed by Cottone*

DELVING into the political expressions of G. A. (Dick) Richards, FCC General Counsel Benedict P. Cottone charged last week that Mr. Richards' KMPC Los Angeles attempted to deceive the Commission in a report on political broadcasts.

The accusation, made Wednesday during the third week of FCC's hearings on charges that Mr. Richards ordered staff members to slant news, was denied by counsel for the station.

Mr. Cottone made his charge after his questioning of KMPC Vice President and General Manager Robert O. Reynolds indicated that a list prepared by the station omitted 38 campaign talks by Gov. Thomas E. Dewey and then Gov. John W. Bricker during the 1944 Presidential campaign. The omissions were indicated by a comparison with KMPC's program logs.

Mr. Cottone later asserted that 122 political broadcasts were made over KMPC by Presidential candidates or in their behalf during the 1944 campaign. None of these, it was claimed, was in the station's list of political broadcasts for that period.

Joseph W. Burns, associate counsel for Mr. Richards, denied Mr. Cottone's claim, asserting that all three of Mr. Richards' stations —KMPC, WGAR Cleveland, and WJR Detroit — had compiled voluminous material within a short time upon FCC's request, and that inaccuracies and incompleteness were likely to occur in such a "rush job."

### Commission Counsel Hit

"Not one word of testimony on the specific issue, nor a single witness on the subject, has been presented," Mr. Burns declared. He claimed "the Commission counsel is seeking to make a case as he goes along, realizing that he has not made one to date."

He accused Mr. Cottone of "digging in the bottom of the barrel" in seeking technical errors the stations may have committed in the distant past. Mr. Cottone, he asserted, has not read into evidence any newscast scripts to support charges of "slanting."

The list of political broadcasts was supposed to cover all carried by KMPC from April 1944 to April 1948, when FCC started its investigation. It was filed with the Commission in August 1948.

Mr. Reynolds testified it was prepared by John Baird, now KMPC program director, and that he himself had nothing to do with it. "I can't believe Mr. Baird would omit or hold back anything deliberately," Mr. Reynolds declared.

Mr. Cottone also introduced a list of 23 KMPC broadcasts between Sept. 8 and Nov. 7, 1944, which he said were never billed to their political sponsors.

The hearing was angrily denounced by Mr. Burns on Thursday as "a grand jury investigation being held under the guise of an FCC hearing."

He charged that "the Commission counsel has finally admitted that he . . . is so anxious to get something on Mr. Richards that he is going outside the field of FCC regulations."

The charge came while Mr. Cottone was questioning Mr. Reynolds about payments to Rupert Hughes for some 31 anti-New Deal broadcasts between Sept. 1 and Nov. 7, 1944.

KMPC's contract book showed these broadcasts sponsored by Republicans of Southern California with Mr. Hughes paid $50 per program.

"Isn't it a fact," Mr. Cottone demanded, "that Rupert Hughes was paid $150 a broadcast and that the difference . . . was paid by KMPC?"

When Mr. Burns objected to the question, Mr. Cottone asserted "this is a very important matter because it could show that not only were regulations of the Commission violated, but also other laws of the U. S.—namely, the Corrupt Practices Act."

It was at that point that Mr. Burns charged the FCC law chief with going outside FCC regulations and described the hearing as a "grand jury investigation."

Mr. Burns also denounced Mr. Cottone for having a U. S. marshal attempt to subpena Mr. Richards for some personal files the day before. He said he had told Mr. Cottone he would accept service of the subpena on behalf of his client and that sending a marshal to Mr. Richards' home was "contemptible" and part of a "deliberate attempt to harass Mr. Richards."

Mr. Cottone emphatically denied the claim.

Dr. Roy E. Thomas, Mr. Richards' physician, was to appear Friday for further testimony on the station owner's physical condition. He has made clear he will oppose any move to have Mr. Richards testify, on grounds that he suffers from a heart ailment and that the strain of testifying might prove fatal.

Meanwhile, more than 100 letters, notes and memoranda which purportedly passed between Mr. Richards and station executives—pertaining to the 1944 political campaign and many of them in Mr. Richards' handwriting—were submitted by Mr. Cottone.

Examiner James D. Cunningham ruled that unless FCC counsel prove the correspondence written by Mr. Richards were instructions rather than expressions of his personal beliefs, then all testimony in connection with them would be stricken from the record. Mr. Reynolds and counsel for Mr. Richards have argued persistently that the station owner gave his views, not instructions.

### Oppose Introduction of Material

Mr. Burns and Hugh Fulton, chief trial counsel for Mr. Richards, vigorously opposed introduction of the correspondence.

"There is no reference to actual broadcasts by KMPC in these documents," Mr. Burns protested. "The only ground the Commission has for presenting them is that it apparently takes the position that the personal beliefs and thoughts of a stockholder in a radio station may be inquired into every three years.

"It is obvious," he continued, "that, inasmuch as the Commission counsel has not introduced a single one of the 7,000 news scripts from KMPC which have been turned over to them, this investigation has no other purpose than to attack Mr. Richards for his personal views."

Mr. Cottone retorted that Mr. Richards' letters tend to show instructions regarding operation of the three stations.

As he continued to present correspondence, Mr. Fulton broke in: "If this is allowed to continue, anything that bears Mr. Richards' handwriting can be spread publicly by this person who is paid by the taxpayers of the U. S.—Mr. Cottone."

It was after this exchange that Examiner Cunningham made his ruling that evidence will be stricken unless FCC counsel can show the correspondence represented instructions.

Although many of the letters and telegrams showed partisanship on the part of Mr. Richards, there were instances in which he reminded his executives to observe FCC's rules.

"I want to urge you and Fitz," said one message to John Patt, vice president and general manager of WGAR, "to do everything within the FCC rules and regulations to help inform the people what's going on in our country and how close we are to regimentation." "Fitz" was a reference to Leo Fitzpatrick, then vice president and general manager of WJR, to whom many of the messages were addressed.

In another letter to Mr. Fitzpatrick was a suggestion that the 1944 vice presidential candidates, Sen. Harry S. Truman and Gov. Bricker, be put on the same program. There was this note: "Put Truman on first and then let Bricker cut him down."

### Quote Letters

After expressing outrage at wartime strikes, Mr. Richards in a letter dated Dec. 26, 1943, voiced hope that WJR was "getting out news that will help shame the unions to go back and stay on the job." The letter said: "Quote the President and others on loss of life and then give the strike news."

Mr. Fitzpatrick suggested in a letter to Mr. Richards in 1944, in regard to WJR's *Victory F.O.B.* program, that they "have some Democrats on the program to offset any criticism that might come to us from any number of sources."

After devoting nearly two typewritten pages to outlining activities of himself and WJR in behalf of Republican candidates, Mr. Fitzpatrick purportedly wrote the station owner on Oct. 27, 1944:

**The Democrats haven't bothered us any too much about time (on WJR) except from a network standpoint, although they are asking for spot announcements for the state offices starting next week. Of course, we have very few of these that we can offer because practically all of our spot announcement periods have been taken.**

Following the 1944 national elections Mr. Fitzpatrick purportedly wrote to Mr. Richards:

**While the disappointment is keen, it is gratifying to know that you left no stone unturned in trying to ac-**

*(Continued on page 42)*

**THREE new vice presidents were named last week by McCann-Erickson, New York, Marion Harper Jr., president of the agency, announced. They are (l to r) Alfred J. Scalpone, director of radio and television programs, who has been with the agency since July 1, 1948; William C. Dekker, director of radio and television service, associated with the firm since 1943; Frederick Anderson, named a member of the Advisory Committee, who has been with the organization since last October.**



XUM

# 'BUSINESS KEY'

## KBA Told of Radio Role

RADIO is one of the "keys" in a program to revitalize business, and its help is needed if radio, public relations and business itself are to be prevented from falling into inimical hands, according to K. P. Vinsel, executive director of the Louisville Chamber of Commerce.

Speaking June 23 at the concluding day's sessions of Kentucky Broadcasters Assn. in Louisville [BROADCASTING, June 26], Mr. Vinsel declared that businessmen are depending upon radio as one medium of communication to get industry's story—the story of business—before the public.

He pointed out that "the opposition" is using radio and using it well. "They are getting their story across to the public by using known medium of communication and radio is playing a big part in their program," he said.

Mr. Vinsel pointed to radio's role in the program of Associated Industries of Kentucky which uses Bill Slater's *Americans, Speak Up.* This 15-minute public service show is prepared by America's Future Inc., non-profit organization dedicated to telling the story of business and preserving the American way of life. Implementing this program, Mr. Vinsel said, is a 15-minute show on which Kentucky businessmen express their views.

# SET SALE BOOM

## Predicted by McMann

THE BIGGEST selling season in radio and television history lies ahead, in the opinion of R. H. McMann, eastern district manager of the Westinghouse Television-Radio Division.

Speaking to a meeting of New York distributors, Mr. McMann said: "The industry is planning to produce in the neighborhood of six million television receivers this year, and our own factory is planning to produce twice as many receivers in 1950 as we produced in 1949." The increased production "will be backed up with the greatest promotional effort ever put behind Westinghouse radio and television," he said.

## No Shorties at KSTP

IT'S long been said that they "build their men big" in Minnesota. The same applies to the announcers at KSTP Minneapolis-St. Paul who average six feet, one inch in height and weigh an average of 190 pounds, station reports. Emcees Don Hawkins and Jimmy Valentine bring down the "average," measuring just short of six feet. When asked how they feel about it, they answered: "Who wants to be average?"

DISCUSSION group during the KBA meet brings together (l to r): Robert Burton, BMI; Victor A. Sholis, WHAS Louisville; Harry McTigue, WINN Louisville; Ken D. Given, WLBJ Bowling Green; J. Porter Smith, WGRC Louisville, president of KBA.

• • •

THIS group at the KBA sessions includes (l to r): J. E. Willis, WLAP Lexington; Nathan Lord, WAVE Louisville; Hugh O. Potter, WOMI Owensboro, KBA secretary; Thomas A. Ballantine, president, Louisville Chamber of Commerce; K. P. Vinsel, executive director, Louisville Chamber of Commerce; George W. Norton Jr., WAVE Louisville.

# KFMA DENIED

## FCC Revokes Andrews' CP

CONSTRUCTION PERMIT of KFMA Davenport, Iowa, has been revoked by FCC on grounds that the owner, L. W. Andrews, was implicated in transfer of control of WXLT Ely, Minn., without Commission approval [BROADCASTING, May 29]. Mr. Andrews also is a radio consultant and one-third owner of WTIM Taylorville, Ill.

KFMA was given until July 14 to request a hearing on the revocation order, which otherwise would become effective July 21. Mr. Andrews is sole owner of KFMA and president, secretary and treasurer of L. W. Andrews Inc., permittee of station. KFMA is assigned 250 w daytime on 1580 kc. Commission has requested revocation of WXLT's license but WXLT has asked for a hearing.

WXLT, licensed to Ely Broadcasting Co. and assigned 250 w fulltime on 1450 kc, has pending an application to transfer control from Charles W. Ingersoll to Lynn C. Thompson, Cornelius Thompson, Harold Henry, Cyrille Fortier, Mirth Lutnes, Nellie Ingersoll, Mr. Andrews (latter would own 16%).

# 'GOLDEN' ERA

## Film Recalls Radio Role

RADIO'S emergence from the "wireless" over 20 years ago to a full-fledged competitor for America's leisure is being recalled on movie screens in a full-length documentary, "The Golden Twenties," portraying the zanier aspects of what had been described as "the era of wonderful nonsense." The picture, produced for "March of Time" by Richard De Rochemont (TV's *Crusade in Europe*, other films), is a pictorial cavalcade of personalities who made history in the decade following World War I.

Radio's role is touched upon in a scene showing a band, presumably playing in the studios of "Radio WLS," and a commentary that the industry introduced dance orchestras to listeners on a wholesale scale.

Describing scenes of the decade on the sound tracks are such radio commentators as Elmer Davis (for political events), Red Barber (sports), Robert Q. Lewis (entertainment) and Frederick Lewis Allen. Al Jolson, Grace Moore, and other radio-movie figures appear.

# INDEPENDENTS

## Form St. Louis Network

FORMATION of Greater St. Louis Broadcasting System Inc., a network comprising four independent metropolitan stations, has been announced by William E. Ware, president of KSTL St. Louis and newly-elected network head.

"The network has been established to afford advertisers the opportunity to blanket this metropolitan area at a savings," Mr. Ware said. "Instead of picking away at the St. Louis market with programs at different hours, advertisers now can cover the area completely at the desired time. Time can be bought at the same period across the board or can be staggered any way the advertiser chooses during the day on all stations."

Four member stations are WTMV KSTL KXLW WEW—one 250 w (WTMV) and three 1 kw outlets. Network's rate card may be obtained from Mr. Ware at KSTL or from general managers of other stations of the network. Information contacts are Mr. Ware and Frank Prendergast, WTMV East St. Louis, Ill.

# WADDELL NAMED

## O'Brien & Dorrance V.P

EUGENE WADDELL, for the past 20 years active in package product advertising and associated with a number of agencies, has been appointed vice president of O'Brien & Dorrance, it was announced last Monday by Richard Dorrance, agency president. He also becomes a director and part owner of the agency.

Mr. Waddell recently has served as consultant to The Dolcin Corp. and J. D. Tarcher Inc. Previously he was copy chief and plans writer for Dancer-Fitzgerald-Sample, The Joseph Katz Co., Federal Advertising Agency, Abbott Kimball Co. and Geyer, Cornell & Newell. Appointment was described as another step in expansion of the agency, which started four years ago as a sales promotion service.

# POWDERLY NAMED

## To NRDGA Sales Promotion

ROBERT J. POWDERLY, sales promotion director of Kresge-Newark, Newark, N. J., department store, has been elected chairman of the sales promotion division of the National Retail Dry Goods Assn. This position automatically places him on NRDGA's board of directors.

Willard H. Campbell, vice president of Schuneman's Inc., St. Paul, Minn., former board chairman and active in the management of NRDGA's sales promotion division, has been elected chairman of the sales promotion division's executive committee. Howard P. Abrahams, manager of the sales promotion division, continues in this post.

# BAB CHALLENGE

## Newspapers Told To Prepare

NEWSPAPERS must prepare to meet radio's new challenge—Broadcast Advertising Bureau—and strike while BAB is in the organization stage and not conditioned to shock, according to the memorandum of a newspaper representative to a group of publishers who also have radio interests.

BAB's strip film and motion picture "are the first guns of Fort Sumter and it means war," according to the memo. In the motion picture, "Lightning That Talks," radio is described as "playing for big stakes. It won't be junked, it can't be brushed off, and is certain to impress the uninitiated and the inexperienced, if not the veteran."

Despite all its success, radio is vulnerable at many points, with programs its strength as well as its greatest weakness, the memo states. This weakness is said to lie in the inability of local or regional advertisers to meet the standards of broadcasts by general advertisers.

"If, in the beginning, this factor in the radio equation is emphasized, it will prove to be your best argument," the memo continues. "If you will keep uppermost in the minds of advertisers two things about radio, i. e., programs and the element of risk, you will ruin radio's newest sales story, 'Lightning That Talks'."

### Draws Concern

Radio's drive for retail advertising draws an expression of concern from the newspaper representative, who contends broadcasters will find themselves "in desperate straits" without new income from this source.

"Every radio station with a network affiliation has had income, and marvelous programs, from big business — the national manufacturer," according to the memo. "Such programs built radio to its present popularity. These excellent programs gathered large audiences and provided radio stations with salable 'spot time' between programs, from which they derived considerable revenue.

"As large general advertisers begin to cancel network radio, and turn to TV, the local stations begin to lose the one thing that has kept them in business—expensive, popular, and audience-building programs. Also, they lose income from spot time sales. So they now turn to local business, with an all-out drive that is sink-or-swim. One thing is dead certain. No advertiser can benefit from radio without an audience-building program. Such things cost money and, more important, require talent, experience, and ability to design them. The element of risk is great for the retail advertiser who turns to local radio."

Only news programs remain constant in public choice and continue to have top rating, the memo continues, adding that the newspaper, unlike radio "with its good, bad, or indifferent programs," is all top-rating material.

Newspapers are reminded that "the all-important factor" in radio advertising is the program. "When advertisers use newspapers," it is declared, "they compete, ad for ad. When they use radio, they compete program for program."

### Cite Ad Competition

Declaring radio "is no more an advertising medium than a roll of newspapers," the memo asserts the advertiser buying radio is buying a program, which determines the extent of his audience. The buyer of radio is described as competing four ways—with programs broadcast at the same time, with programs used by competitors, with commercials used by competitors and with all commercials. The newspaper buyer, on the other hand, is described as competing only two ways—with advertisements of his competitors and with all advertisements.

Expensive programming doesn't assure a large audience, says the memo, since time and money spent in search of an audience-building program "is not an investment in 'advertising' or 'goodwill' but a long and costly experiment. And there is always the danger a good program may find itself opposite a better program. An advertisement in a newspaper, even if not immediately profitable, is never a total loss. Circulation is too big, too diversified, too constant."

In an attempt to show the "risk" in buying radio advertising, the memo cites this hypothetical situation:

Suppose a newspaper advertising solicitor said to a retail advertiser, "You may expect to get, but we will not guarantee, 3% of our total circulation for the first three months of your advertising schedule. The next three months we estimate a 6% share of our circulation.

"During the following three months the percentage may increase to 10% but from there on the best you can hope for is 35%—the maximum anyone ever gets. The rate you pay will be our card rate for the linage used. You will have no cause for complaint if other advertisers, including your competitors, receive a higher percentage of our total circulation than you. If you think this is unfair, let me assure you that it is something wholly beyond our control."

Rather fantastic, isn't it? Yet it illustrates the elements of risk when radio is used for advertising purposes as opposed to the use of newspapers.

### Concede Radio's Audience

Radio has a large audience, the memo agrees, adding it "doesn't admit the audience belongs, exclusively, to a particular sponsor. No advertiser knows the size of the audience for his program until he has spent his money. Top-rated programs and advertising influence are not relative. Programs having the best ratings continually shift from one sponsor to another. The reason is obvious. Program popularity constantly changes."

Publishers are reminded radio programs "must be aggressively advertised in local newspapers to gain listeners." The radio timetables, published "as a reader service," are described as "indispensable to radio and, because of reader demand, an obligation of the newspaper to print. Further evidence of the wide diversity of taste in the selection of radio programs."

Explaining that Maurice B. Mitchell, BAB director, was schooled in advertising on newspapers, the memo concludes, "We have new competition that calls for action."

**BBDO's 20th annual golf and tennis tournament held last Monday for all male employes, brought together this foursome. L to r: J. Davis Danforth, executive vice president in charge of account service and winner of the golf tournament; Alex Osborn, vice chairman of the board; Bruce Barton, board chairman, and Leon Hansen, vice president and manager of the Pittsburgh office.**

## Chateau Names Rex

CHATEAU WINES Corp., Royal Oak, Mich., has named Rex Advertising Co., Detroit, as its agency. Chateau also announced purchase of the *Barry Wood Show*, Frederic W. Ziv radio production, to be used in six Michigan markets three times weekly to merchandise the firm's Molly Pitcher wine. Television, billboards, direct mail and point-of-sale are contemplated, according to William L. Rutledge, Chateau president.

## Names Richards Agency

REDI-SERVE Inc., Chicago, ice cream manufacturer has appointed Fletcher D. Richards, New York, as its advertising agency.

# NARBA PLANS

## *Government-Industry Meet Called for July 7*

A MEETING of government and industry representatives to lay plans for the forthcoming resumption of the NARBA conference was called for July 7 last week by the FCC in cooperation with the State Dept.

The meeting, FCC said, "will review the developments to date in the negotiations for a Third North American Regional Broadcasting Agreement and consider further preparations for the second session of the Conference, which is scheduled to resume in Washington on Sept. 6" [BROADCASTING, May 15].

The announcement invited the participation of "any licensee or other person associated with or interested in standard band broadcasting and its international regulation."

FCC Comr. Rosel H. Hyde, head of the U. S. NARBA delegation, has repeatedly emphasized his desire to get constructive suggestions from all broadcasters who have any to offer.

Outcome of the full NARBA negotiations will hinge to a great extent upon the success or failure of efforts to attain U.S.-Cuban accord on channel rights for those two nations.

Two previous attempts to reach an agreement with Cuba have failed —one at the NARBA sessions in Montreal last fall and winter, and the second in bilateral discussions in Havana early this year.

The preparatory meeting will be held in the State Dept. Conference Room at 1778 Pennsylvania Ave., NW, Washington, starting at 10 a.m. July 7. The last NARBA expired in March 1949.

# LICENSE LEVIES

## Va. Solves Tax Problem

**AN INCLINATION to levy license taxes on radio and TV broadcasting stations in some states has become not only a "discernible trend" but also has posed a matter of serious concern to broadcast industry authorities. Where does protection for freedom of the press and air end and encroachment of local authority begin? The Virginia legislature, meeting the problem head-on, solved the problem by formulating "sound state policy." This action is described in the accompanying article, written by Beverly H. Randolph Jr., at the request of BROADCASTING. Mr. Randolph is a member of the Richmond law firm of Peyton, Beverley, Scott & Randolph, Esqs., and general counsel for the Virginia Assn. of Broadcasters Inc. He actively participated in formulating and effectuating the VAB program. Steps taken to defeat tax-hungry proposals in Virginia should be of interest to all in radio.**

By BEVERLEY H. RANDOLPH JR.
OF THE RICHMOND BAR

THE General Assembly of Virginia, at its 1950 session, enacted legislation prohibiting all local governments — county, city and town—from imposing a license or privilege tax upon the business of radio-television broadcasting. The establishment of this eminently sound state-wide policy was in entire accord with a tradition going back to Thomas Jefferson and his insistence that Freedom of the Press be given positive Consitutional protection.

In Virginia, as perhaps elsewhere, a trend towards local license levies was discernible and an increasing number of such taxes were being locally imposed by tax hungry localities. The problem, having presented itself, required a solution.

### Ordinances Illegal

An investigation of the legal precedents convinced us that all of the ordinances which had been enacted in Virginia, were unconstitutional under the widely known *Fisher-Blend* decision.*

However, to test each ordinance would have required expensive and extensive litigation. Furthermore, it was considered possible that an ordinance might be written, which would run the gamut of the Constitution of the United States. The curious result reached in the Arkansas case** later confirmed this.

After weighing the pros and cons, it was decided that the one sure and final solution of the problem would be the establishment of a state policy, applicable to local governments.

We were sustained in this decision by two factors:

(a) The General Assembly of Virginia has a long history of adhering to the fundamental concepts of democratic government in general, of which Freedom of Expression is one; and

(b) That this same legislative body, in 1919, imposed a prohibition upon local governments, regarding the imposition of a privilege tax upon the business of publishing a newspaper.

With this background, a bill was prepared for the presentation to the Legislature, which would give effect to the ends sought to be accomplished. A detailed account of the procedures in presenting the legislation would serve no useful purpose. The reactions to the proposed legislation might be, however, of general interest.

In the House of Delegates, which is composed of men of all shades of political leaning and philosophy, there was no opposition to the legislation in committee and only two votes against the bill on the floor of a House, containing 100 members. Conservatives, liberals and what-nots supported the bill.

In the Senate, opposition developed actively from one locality, which had imposed a license tax on the radio station there, and formal opposition was expressed by counsel for the League of Municipalities. One Senator sought to draw an analogy between moving picture houses and television stations and did so with considerable emphasis in committee and on the floor of the Senate.

Despite the opposition, a 30-5 majority of the Senate felt that radio and television broadcasting stations should be free to choose their own programs, their own news and their own commentators, that is, free from local regulation or pressures, as a matter of *sound state policy.*

### Tax Power Removed

The power to tax, on any governmental level, is not only the "power to destroy," but is likewise the power to control. The State of Virginia said, in effect, that this temptation to control, by taxation, a quasi-public industry, such as radio and television, should not be allowed to dangle before the eyes of local governments.

It is our thought that, if properly presented, the same view would be taken by the legislative bodies of other states, which may not have considered the problem.

While the solution reached is one helpful to the industry, it is equally helpful to those who believe that in the Freedom of the Press and in the Freedom of Expression we have two of the strongest weapons with which to combat the false dogmas of totalitarian thought.

It is to be hoped that the position taken by the General Assembly of Virginia may be well emulated by other states seeking to solve the same problem.

* 297 U. S. 650, Fisher's Blend Station v. The Tax Commission of Washington [BROADCASTING, April 15, 1936]. This decision held broadcasting to be an instrumentality of interstate commerce and not subject to taxation by states. The Supreme Court's decision was unanimous, and the case has been cited in countless instances where broadcasting's interstate status has been involved.

** 94 Law ed. 67, Vinsonhaler v. Beard, certiorari denied [BROADCASTING, Nov. 14, 1949]; 94 Law ed. 149, rehearing denied [BROADCASTING, Dec. 12, 1949]. The lower court had held the City of Little Rock had illegally taxed broadcast stations for the generation of electromagnetic energy and had illegally imposed license fees on station salesmen. The Arkansas Supreme Court evesed this ruling. On appeal by the Little Rock stations, the U. S. Supreme Court denied certiorari, and then refused rehearing.

# FOREIGN-LANGUAGE

## FCC Okays Shows

**THE USE of foreign-language programs in areas where a need for them is demonstrated was given FCC's blessing last week in a decision overruling a hearing examiner's general condemnation of such programs.**

Handing down its final decision in the Boston 950 kc case—the case to select the successor to WORL Boston—the Commission made clear that its decision against a foreign-language proponent "flows from the failure of the record to establish a need in the area for additional foreign-language programs."

"Upon a different record, and with an adequate showing of need," the decision said, "a program proposal embodying foreign-language programs may well be favorably considered in comparative proceedings such as this."

Examiner Hugh B. Hutchison had held in his initial decision in the case that foreign-language programs, proposed by Applicant Joseph Solimene, might "in general" tend to "destroy all incentive to learn English" and in other way to solidify rather than disperse racial or national "separatism."

The Commission's decision granted the application of Pilgrim Broadcasting Co., owned by 22 Boston area business and professional men, and denied competing bids of Mr. Solimene; Beacon Broadcasting Co.; Boston Radio Co.; Continental Television Corp., and Bunker Hill Broadcasting Co. The grant to Beacon is for 5 kw daytime on 950 kc, the frequency used by WORL before it was denied license renewal on grounds of concealment of ownership [BROADCASTING, May 30, 1949].

The Commission displayed difficulty in choosing between Pilgram, Mr. Solimene, and Beacon, but finally elected the former on grounds that its owners possess "greater familiarity with local needs and conditions."

Examiner Hutchison, like the Commission, preferred Pilgrim over all others. But his blast at foreign-language programming in reference to Mr. Solimene's application aroused the opposition not only of Mr. Solimene but also of the FCC General Counsel and of WHOM Jersey City, a foreign-language outlet which was not otherwise connected with the case.

Chief stockholders of Pilgrim, with 10% each, are Boston Attorneys Frederick W. Roche and Richard Maguire. Others (4% each) are Arthur E. Haley, WBMS Boston time salesman, who would manage the new station, and the following:

**Joseph A. Dunn, president; Sidney Dunn Jr., H. John Adzigian, Jonathan G. Butler, Edward M. Gallagher Jr., John J. McDonald, John V. Callahan, Anthony A. Centracchio, Jeremiah D. Crowley, Chester A. Dolan Jr., George R. Finn, G. Lynde Gately, John L. Grady, John F. Kennedy, William J. McDonald, Joseph A. McGivern, John B. Murdock, Robert W. Reardon, and Thomas L. Regan.**

# HERMAN BESS

## WPAT Sales V. P. Dies

HERMAN BESS, 53, vice president in charge of sales of WPAT Paterson, N. J., and veteran radio executive, was found dead June 29 in the basement of his Newark, N. J., home. Newark police reported four jets of a gas stove were open.

Mr. Bess

Mr. Bess joined WPAT last September. He had been active in New York radio for a quarter of a century.

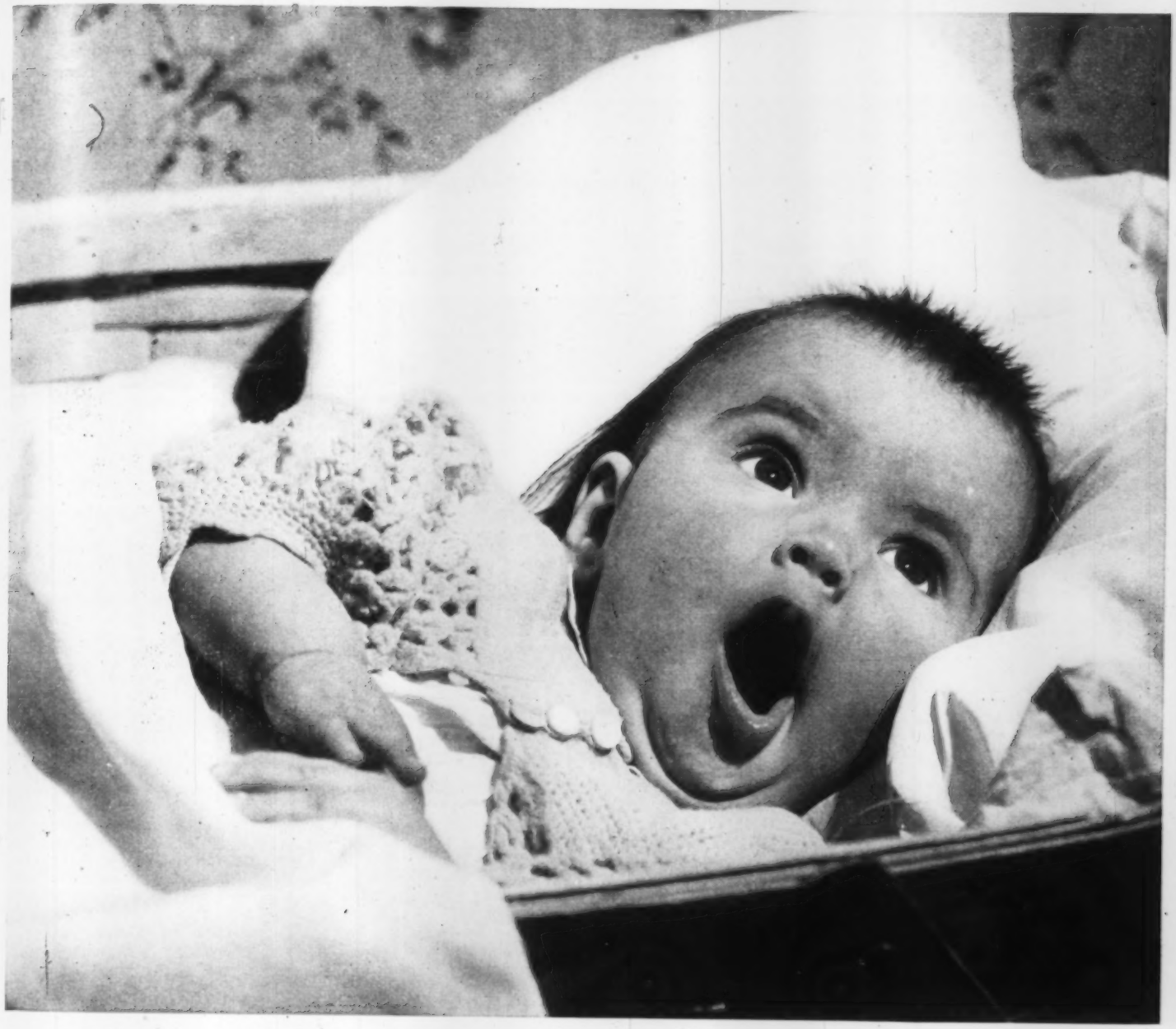
He entered radio as a salesman for the old WODA Paterson, N. J., and subsequently served with the old WAAM Newark, from which he resigned to form the New York advertising agency of Bess & Schillin. Later he became vice president in charge of sales for WNEW New York, and then joined WMCA New York as director of sales.

His next association was with WLIB New York where he was general manager until he left in September 1949 to go to WPAT as vice president in charge of sales.

Mr. Bess is survived by his widow, Mollie G. Bess, and three sons, Jerome, James and Lawrence.

## Platt-Forbes Named

ROCKWOOD & Co., Brooklyn, chocolate and cocoa manufacturer, names Platt-Forbes Inc., New York, to direct its advertising effective Aug. 1.



# "What I need is a long vacation"

YOU don't need a change of scenery, pal—what you need is a change of strategy!

The switch that's going to give you results is to WITH!

In Baltimore, your best bet is WITH—the station that gives you a whole *lot* of radio for just a *little* money. That delivers more listeners-per-dollar than any other station in town.

Want the complete story? Then call in your Headley-Reed man today.

**WITH**

BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

# KOB DISC SHOW

## Dick Bills Program Rated Early Success

FOR a period of less than six weeks—since May 15—KOB Albuquerque, N. M., has been presenting its new Western disc jockey *Dick Bills Show*, and the results thus far have been exceptional, according to Manager Phil Hoffman.

Star of the show, Dick Bills, has been in the show, movie, radio and television business for 11 years and for the past several years has been heard on KOB with his Western entertaining unit.

Indicative of the show's pull, in spite of its newness, stated Mr. Hoffman, is a local department store's sponsorship of one full hour each week, a theatre chain's two half-hours, an automobile dealer's two quarter-hours and a boot and saddle manufacturer's two quarter-hours. Additional time is sold for minute announcements.

Heard 10:30-11:30 a.m. each weekday morning, the *Dick Bills Show* also has come in for several promotion breaks. During the first two weeks of his program the KOB personality conducted a contest to find two winners for a trip to Hollywood to appear on the Walter O'Keefe *Double or Nothing* program for Campbell Soups. The playback of the Coast show, recorded on June 10, was broadcast June 14 on the entire NBC network.

In addition, Mr. Hoffman said, KOB set an arrangement whereby Mr. Bills appeared as a guest disc jockey in New York July 19 on

*In behalf of the Albuquerque Retail Merchants Bureau, Mr. Bills (l) presents an Indian head-dress to Mr. O'Keefe on the latter's* Double or Nothing *show.*

* * *

CBS' *ABC's of Music* program with Robert Q. Lewis for Chesterfield cigarettes.

On the opening broadcast, Eddy Arnold, recording artist and star of the *Checkerboard Jamboree*, made a personal appearance and 32 other Western name stars sent transcribed and Western Union messages—all used on the show.

Other factors contributing to the program's success, Mr. Hoffman points out, included specially built promotion announcements broadcast on KOB-AM-TV and use of considerable space in Albuquerque newspapers.

# FM SATELLITES

## RRN Gets Experimental Grant

POSSIBILITY FCC may consider authorizing remote control satellite operation of FM stations on a regular basis was seen last week in its experimental grant to Rural Radio Network for such operation.

The Commission granted on a test basis to Dec. 1 the RRN request to operate WVBT (FM) Bristol Center, N. Y., by remote control from WVCN (FM) De-Ruyter, N. Y., with a licensed operator in attendance only at WVCN. The proposed system would employ subcarriers in the 20-25 kc range, one at WVCN for controlling WVBT and the other at WVBT to transmit monitoring information to the control point. RRN must first prove operation of WVBT is satisfactory, FCC said.

The Commission waived its rules requiring a licensed operator at the "satellite" WVBT and declared the WVCN operator would be responsible for maintaining the station log and other duties. FCC said the waiver did not excuse either station "from full compliance with the equipment performance requirements" of the Commission's rules and engineering standards.

### Station Facilities

WVBT is a Class B outlet on Channel 270 (101.9 mc) with ERP of 1.3 kw. WVCN is Class B on Channel 286 (105.1 mc) with 1.3 kw.

RRN was directed to report on the test operation by Nov. 1 in view of the inaccessibility of the WVBT transmitter during the winter and spring. FCC said that "while the WVBT transmitter may be rendered inoperative by remote control in case of control circuit or equipment failures, a question exists as to how and in what length of time minor or major repairs can be made."

On the basis of the report, FCC said, it would decide whether or not to allow continuance of the remote operation beyond Dec. 1. "Should the experimental operation prove to be satisfactory," FCC said, "a petition for a rule-making proceeding to amend the Commission's Rules and Regulations to provide for remotely controlled operations on a regular basis would be entertained."


There's Far Too Much Talk about the "Decline of Radio"

1. KTUL today has a GREATER SHARE of Audience than EVER BEFORE!

2. KTUL Sales are FAR AHEAD of ANY January thru May period in our 16 year history!

3. We THINK that is true of ANY ALERT, Audience ACTION station. We KNOW it is TRUE with KTUL!

KTUL..CBS..Plus "Know How" on the Local Level . . . in Tulsa

AVERY-KNODEL, INC.
National Representative

JOHN ESAU
Vice-President - General Manager

# The most important person in America

**He has helped make this country the best fed, best clothed, best housed, best educated nation in the world . . . He has helped raise our standard of living to twice what it was in your father's time.**

He has helped provide more and better machines, through the loan of his savings to business . . . making it possible for men to turn out more products per hour worked.

Who is this person who is doing so much for America? He is *you, the saver.*

These savers are the 80 million people in America who own life insurance, and the millions who have savings accounts or own bonds or other securities.

The drive towards better living—the nation's moving force—depends upon the saver.

## *3 ways to protect the buying power of your savings*

*1.* **Do your share** to help lessen the pressures on Government for more spending. When we keep asking Government for more services, more benefits, we must expect to pay for them . . . Remember, it's *your* Government.

*2.* **Back up all efforts** to balance the budget. When Government lives beyond its income, prices tend to rise, reducing the buying power of your savings. Remember, *you're* the saver!

*3.* **Support economy**—elimination of waste. Whatever Government spends, you pay either directly in taxes or indirectly in prices. Remember, it's *your* money.

**Protecting the buying power of savings—encouraging savings—is, like freedom, EVERYBODY'S job. In this belief, the life insurance companies and their agents bring you this message. They know that when Americans have the facts they make the right decisions.**

***Institute of Life Insurance***

488 Madison Avenue, New York 22, N. Y.

*Remember . . . it is* **Your** *money!*

# KOREA WARFARE

## 'Voice' Covers Outbreak

VOICE of America last week pressed into action its force of 36 transmitters, 24 language desks and various relay bases on a worldwide comprehensive basis to report the outbreak of Korean warfare and its impact on the "cold war."

Throughout the week the State Dept.'s International Broadcasting Division beamed straight news stories based on official announcements, as well as newspaper editorials and U. S. Congressional reaction, to far-flung points in Europe, the Far East, Near East and the Pacific.

Highlights included the UN "cease-fire" order, piped to Korea from the Voice's West Coast transmitters, and text of the President's statement on use of U. S. military might. Transmitters in New England, on the West Coast and in Ohio were pressed into service, as were facilities at such relay points as Manila, Honolulu, Tangiers, Salonika and Munich.

As Congressional reaction varied on the outbreak of hostilities, the Senate Appropriations Committee once again turned to consideration of the single-package funds bill for the fiscal year which began July 1 (Saturday).

### State Dept. Budget Request

The State Dept. had asked the Budget Bureau for $11,204,094 for radio broadcasting activities covering program operations, evaluation services, worldwide radio facilities, supervision and direction and establishment of new relay bases. It was allotted $9,640,967 by the bureau. The House pared $2,645,000 from the overall information program with the understanding the cut would not apply to Voice funds.

Earlier, Edward W. Barrett, Assistant Secretary of State for public affairs, who is charged with supervision of the Voice and other information activities, had told a Senate Appropriations subcommittee that he has been "impressed" with results from Voice broadcasts as evidenced by reactions from the Russian area.

He appeared along with officials of the International Broadcasting Division.

Foy D. Kohler, IBD chief and former counselor in the U. S. embassy in Moscow, said there are roughly four million radio sets in the Soviet Union and that Russia's five-year plan calls for production of three million more by December. About one out of every 10 houses has a private radio, he added.

The Voice's audience in the Soviet probably exceeds the original estimate of 10 million listeners, Mr. Kohler felt, basing his guess on repeated attacks on the Voice by Soviet radio, press and other information media. Moreover, he testified, intensified jamming operation by the Russians has been taken as another indication of the Voice's "effectiveness."

Government monitoring facilities last week picked up fresh attacks on the Voice and American radio in general, broadcast from Sofia, Bulgaria.

In the program, *This Is America*,—Voice of America—the American radio is the faithful servant of Wall Street bankers. More than 80% of the radio transmitters in the United States are subsidiaries of four main American broadcasting companies, and they are entirely in the power of big financial and industrial magnates. Stockholders of radio companies . . . use their radios for the ideological education of the people in the struggle against Soviet society and against democratic ideas. In this dishonest struggle the American radio splinters democracy.

Slanders, lies, and insinuations are the favorite methods of radio agitation and propaganda.

It must be kept in mind that radio broadcasts are based on commercial principles. The greater part of the programs of American radio stations is devoted to phonograph recordings of bands of so-called canned music, light music, and also the special American type of soap opera. Soap opera is deeply moving drama with a touching heroine, effective sentimental contents, and a happy ending. Stations broadcasts endlessly day in and day out and continue this for months until their listeners remember every single thing. These programs are called soap operas because they were performed for the first time on the order of a soap factory and have continued for 8 years. At the beginning, in the middle, and at the end of the program listeners are incessantly reminded that this rhapsody has been played at the request of Smith & Co. which offers goods of the best quality. Activities of American radio stations depend on advertisements; 75% of the income of broadcasting companies is derived from advertisements. Radio in the United States is cultivated for the lowest. . . . It also spreads theories of human . . . about the supremacy of Americans over all other men. . . .

The ideological preparation of American imperialists for a new war is not confined to the American population. In every possible place they create an extensive network of broadcasting stations. The Voice of America embarked on its anti-Soviet propaganda (directing its program from) radio branches in Britain, France, Italy and other countries under American dictatorship. . . . Radio listeners who are searching the air for words of justice now find themselves tuning into Radio Moscow . . .

### Soviet Jamming Outlined

Mr. Kohler told the Senate group that it takes from three to eight Soviet transmitters to block one American transmitter and that Russia is operating as many as 250 transmitters compared to a maximum of 70 by the U. S. Effectiveness of the Voice has been impaired from 20% to 30%, he added.

A supplemental appropriation voted by Congress last year, has enabled the State Dept. to proceed with steps designed to curb USSR jamming maneuvers by strengthening its signals through the purchase of new transmitters and by establishment of new relay bases. "But we are deferring final action pending receipt of more intelligence about Soviet jamming," Mr. Kohler said.

Establishment of curtain-type antennas also has been started at Bethany, Ohio, and will be pursued in Boston, New York and other areas. Licenses for transmitters are operated under contract by NBC, CBS, General Electric, Westinghouse Electric and others, he pointed out.

The Voice broadcasts about 28 program hours daily, including 24 continuous hours to Russia and 45 minutes in Korean. Breakdown on the former is 46% straight news, 54% commentary and features.

Mr. Kohler and other officials felt keenly that the Voice needed $260,000 sought for foreign language editions of its program schedules—an amount which the House urged be reduced to a minimum.

Further testimony was given by Walter Lemmon, president of the World Wide Broadcasting Corp., licensee of the international station, WRUL Boston. Programs aired on WRUL are prepared by World Wide Broadcasting Foundation of Boston, which privately develops international programs and supplements State Dept. broadcasts.

He said he understood the Russians vote expenditures "far greater than the whole expenditure of the Voice of America," and cited this as evidence of the Voice's effectiveness.

Figures released by the U. S. Advisory Commission in its semi-annual report to Congress in March 1949 placed the total number of radio receivers behind eight Iron Curtain countries at 9,534,000; shortwave receivers at 8,263,000; and estimated potential audience at 42,400,000.

It estimated for Korea about 374,000 radio receivers and only 650 shortwave sets, with an average number of four listeners per receiver.

# SOVIET RADIO

## Sets Scarce in Russia, Harvard Study Says

**PUBLIC OPINION IN SOVIET RUSSIA. By Harvard U. Press, Cambridge, Mass.**

RADIO in the Soviet Union does not enjoy the "overwhelming importance attached to it in the United States," primarily because of "technical deficiencies" which have retarded the development of broadcasting in the USSR.

In fact, the Russian system of "mass persuasion" depends as much on a force of local "agitators" as on networks of radio relays and newspapers operated by the Communist Party.

These conclusions are drawn by Alex Inkeles, research associate in the Russian Research Center, Harvard U., in a study of mass communications, *Public Opinion in Soviet Russia*, published by the Harvard U. Press.

The overall system comprises a radio network of 10 million receivers reaching an audience of 40 million people, a party-controlled movie industry, night training schools and a force of about two million part-time agitators, according to Mr. Inkeles.

### Russian Radio Fare

Moscow's broadcasting apparatus in 1947, he said, divided its air time roughly as follows: Music, 60%; political broadcasts, 19.4%; literary programs, 8.6%; children's programs, 7.9%, and others, 4.1%. These programs are not received directly by the average listener on his home radio, for home receivers are scarce, Mr. Inkeles points out. Instead, they are picked up by local stations and put out on telephone-wire systems hooked up to individual loudspeakers.

"Since most of these diffusion exchanges can only carry one program at a time," he adds, "the Russian listener has only two choices: Listen to the program presented, or turn the loudspeaker off. In some places, radio auditoriums have been established where large numbers of people can come and listen to the same radio . . ."

The study continues:

With approximately 10 million sets of all types operating on Jan. 1, 1949, the Soviet radio audience at that time was probably close to 40 million. At the time of important announcements and addresses by major government officials, of course, the audience might be expected to be significantly larger both because greater interest might attract listeners to group-listening points and because of the ability of local propaganda officials to mobilize the population for radio listening.

But the radio audience is largely restricted to those living in district centers in the rural regions, in the better developed minority areas, and particularly to the urban population. The cost of a regular radio set of high quality is beyond the reach of the average worker and it is probable that such sets are largely in the hands of officials, members of the intelligentsia, and the more skilled workers.

The remainder are used as collective or group-listening points in dormitories, clubrooms and so on, and on collective farms where wired receivers are not available. The majority of collective farms in 1947 had no radio apparatus of any kind, neither regular sets nor wired speakers. The number of radio receivers for the national minorities of the country also is very low.

Since there is about one receiving set for each four families, "collective listening" is encouraged; many people who want to listen must go out to a friend's house, the reading room of a plant, the recreation hall of a trade union or one of the radio auditoriums. They may also hear programs piped in over the public-address system at their place of work, and in some cases portable sets are carried out to farm brigades. . . .

Mr. Inkeles noted that the Soviet radio industry's low output in the face of overwhelming set demand "has led increasingly to emphasis on easily produced, simple and cheap receivers" and that officials recently urged large-scale construction of "old-fashioned crystal" receiving sets as a solution."

Thomas McDermott

H. Preston Peters

Gene Katz

Chet Slaybaugh

Maurice Mitchell

Frank Kemp

Lewis H. Avery

Lillian Selb

Stanley Pulver

Frank Minehan

Mary Dunlavey

Frank Silvernail

Lester Malitz

Terrence Clyne

Mary McKenna

Lloyd Vernard

Bob Reuschle

Elizabeth Black

James Luce

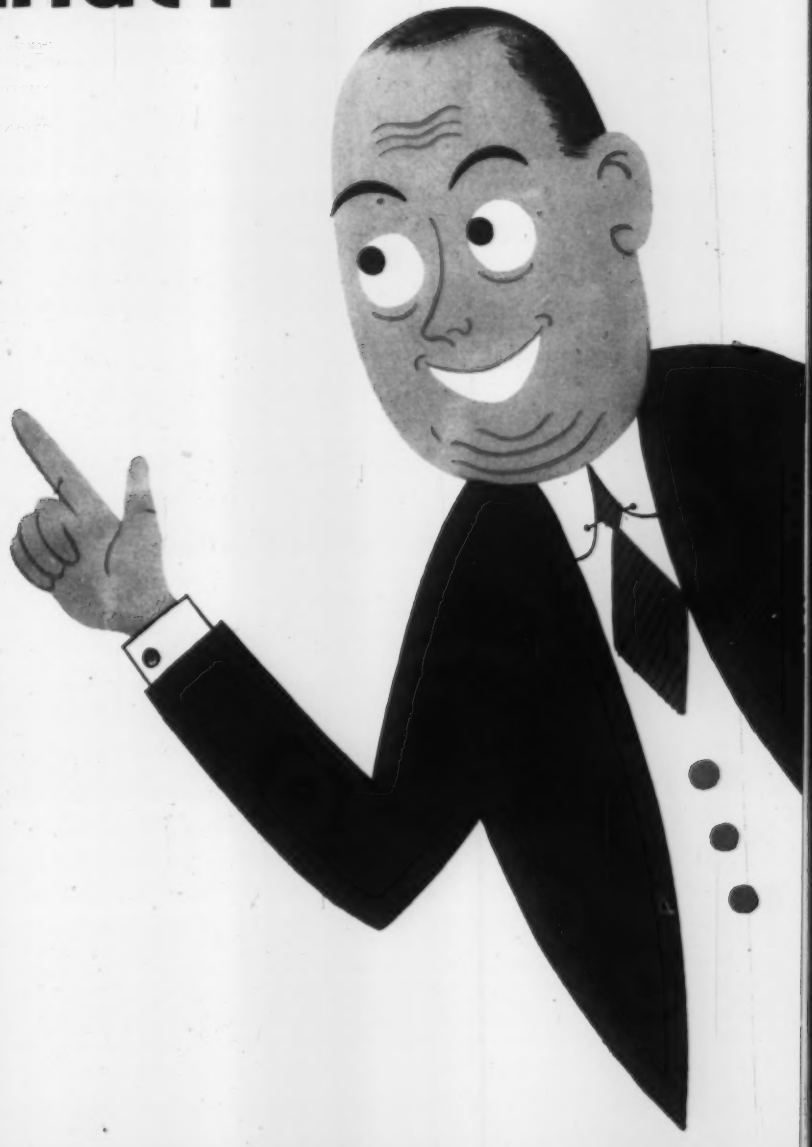
Frank Coulter

Vera Brennan

Richard Grahl

Carlos Franco

# who said that?



## *"The* BROADCASTING *Marketbook is the most valuable tool for buying radio and television time that has appeared in recent years."*

**That's what both buyers and sellers say about the BROADCASTING Marketbook and Spot Rate Finder.**

**They endorse the Marketbook because it places within the covers of one book the basic, up-to-date market data in easy-to-use form. The Marketbook and Spot Rate Finder has been compiled with the aid and counsel of top radio buyers. It is their book. It contains the information they want. Just check the major features, and you'll see why the buyers rely on the Marketbook every day.**

SPOT RATE FINDER . . .

## OHIO

SPOT RATE FINDER

**AKRON,** Summit, 88,600 fam., 98.3% radio, 82,090 radio fam.

3 AM affiliates, average 1-time rates.

| | SB | 1M | 5M | 15M | 30M | 1 Hr |
|---|---|---|---|---|---|---|
| D | 11.17 | 11.17 | 21.50 | 38.67 | 58.00 | 96.67 |
| N | 18.75 | 18.75 | 37.50 | 73.67 | 110.50 | 185.50 |

**WADC,** 5kw, 1350kc, CBS, Hollingbery

| | | | | | | |
|---|---|---|---|---|---|---|
| D | 12.50 | 12.50 | 25.00 | 44.00 | 66.00 | 110.00 |
| N | 22.50 | 22.50 | 45.00 | 88.00 | 132.00 | 220.00 |

**WATG (FM),** chan. 267, 101.3mc, 10.2kw N

| | SB | 1M | 5M | 15M | 30M | 1 Hr |
|---|---|---|---|---|---|---|
| D | 3.10 | 3.10 | 4.30 | 8.60 | 15.00 | 21.50 |
| N | 4.30 | 4.30 | 7.20 | 14.40 | 25.20 | 36.00 |

**ASHTABULA,** Ashtabula, 8,900 fam., 97.9% radio, 8,710 radio fam.

**WICA,** 5kw-D, 1kw-N, 970kc, Conlan

| | | | | | | |
|---|---|---|---|---|---|---|
| D | 9.00 | 9.00 | 15.00 | 26.00 | 26.00 | 70.00 |
| N | 15.00 | 15.00 | 25.00 | 50.00 | 75.00 | 125.00 |

1950 CENSUS DATA . . .

MAPS . . .

XUM

## COUNTY-BY-COUNTY BREAKDOWN . . .

### MAINE RADIO MARKET DATA BY COUNTIES—(Specimen)

| County | Population 1950 | Population 1940 | 1950 Total Families | Per Cent Radio | Radio Families | 1949 Retail Sales (Sales Mg't.) $000 | 1948 Retail (US $000 | Employment 1948 | Taxable Payrolls 1948 $000 |
|---|---|---|---|---|---|---|---|---|---|
| Androscoggin ..... | 84,700 | 61,100 | 21,500 | 98.6 | 20,900 | 72,503 | 69,000 | 25,900 | 13,500 |
| Aroostock ..... | 92,500 | 78,000 | 23,600 | 92.1 | 22,500 | 54,009 | 53,500 | 8,050 | 3,700 |
| Cumberland ..... | 174,100 | 125,100 | 55,400 | 98.9 | 53,200 | 172,595 | 168,000 | 40,800 | 22,000 |
| Franklin ..... | 19,100 | 15,200 | 7,500 | 95.3 | 7,400 | 12,111 | 15,610 | 5,700 | 3,500 |
| Hancock ..... | 31,400 | 27,500 | 10,200 | 95.2 | 9,900 | 23,096 | 27,800 | 5,800 | 2,500 |
| Kennebec ..... | 80,400 | 62,900 | 25,600 | 96.2 | 24,800 | 63,474 | 61,700 | 21,050 | 11,000 |
| Knox ..... | 25,700 | 21,500 | 10,100 | 95.2 | 9,900 | 21,101 | 25,100 | 5,100 | 2,200 |
| [illegible] | 19,000 | [illegible] | 7,000 | 95.7 | 6,500 | 12,155 | 14,600 | 1,500 | 1,200 |

The nation's 3,000 counties are broken down into nine categories including 1950 population, 1950 Families, 1950 Radio Families, Per Cent Radio, 1949 Retail Sales, 1948 U. S. Retail Sales, and latest employment, payroll and business data from the Bureau of Census. This is the first time this complete information will be published on a comprehensive county-by-county basis.

## STATE STATISTICS . . .

Factual data for each state is published in 19 categories. From these figures, the Marketbook gives the economic picture of each state at a glance. Also comparisons with previous years shows the economic progress of each state as a whole.

### MARKET INDICATORS FOR CALIFORNIA

| CLASSIFICATIONS | FIGURES | YR. | FIGURES | YR. |
|---|---|---|---|---|
| Population | 10,031,000 | '49 | 6,907,000 | '40 |
| Increase over 1940 | 45.2% | | | |
| % of U.S. | 6.87% | '49 | 5.23% | '40 |
| BMB Families | 3,222,600 | '50 | 2,784,000 | '46 |
| Percent Radio | 98.2% | '50 | 96% | '46 |
| Radio Families | 3,164,500 | '50 | 2,673,000 | '46 |
| Business Concerns | 191,962 | '48 | 133,024 | '39 |
| Manufacturing Establishments | 17,645 | '48 | 11,558 | '39 |
| Non-Agricultural Employment | 2,340,333 | '48 | 1,769,000 | '39 |
| Manufacturing Employment | 530,000 | '48 | 272,000 | '39 |
| Income | $16,121,000,000 | '48 | 5,606,000,000 | '40 |
| 1940 | 188% | | | |
| | 1 | | | |

## NETWORK RATE FINDER . . .

The four nationwide networks are listed by affiliates with one-time day and night rates for each affiliate. Using the Network Rate Finder it is possible for a buyer to readily estimate **any** network combination of stations.

## REGIONAL & STATE NETWORK RATE FINDER . . .

This section is designed to give timebuyers ready rate information on regional and state networks, Transit Radio and FM groups. The listing includes the names, addresses, and principal officers of each group, a list of all stations, and combination rates for the group.

## FOREIGN LANGUAGE STATIONS IN MAJOR U. S. CITIES . . .

The Foreign Language Section lists **stations by states,** indicates **languages broadcast** by each station, and **foreign language population** in each market. This information has been compiled from a detailed nationwide survey by Broadcasting. The foreign language data will be the **most complete** ever published.

Send in your reservation today for selected positions.

## WHAT YOU SHOULD DO ABOUT THE MARKETBOOK!

Your ad in the Marketbook will carry your sales message through thousands of impressions in the most complete market data volume in the annals of radio. Circulation is 16,500. Closing date is July 24. Publication date is early August. County-by-county sections will carry 4 column quarter, half, and full pages. Other sections, 1/16th pages and up. Regular rates apply.

XUM

# they said that . . .

**N. W. AYER**
**Thomas McDermott** — "Your 1950 Marketbook should surpass your excellent 1949 Marketbook which I am still using."

**FREE & PETERS**
**H. Preston Peters** — "The BROADCASTING Marketbook is a must."

**THE KATZ AGENCY**
**Gene Katz** — "BROADCASTING Marketbook is comprehensive, constructive and extremely useful."

**MORSE INTERNATIONAL**
**Chet Slaybaugh** — "The Marketbook is indispensable in my end of the business."

**B A B**
**Maurice Mitchell** — "The BROADCASTING Marketbook is depended on as the regular reference for latest figures on the nation's markets."

**COMPTON ADVERTISING**
**Frank Kemp** — "A most valuable tool. Convenient and time saving."

**AVERY-KNODEL**
**Lewis H. Avery** — "The Spot Rate Finder provides basic data that makes it invaluable for both buyer and seller."

**FOOTE, CONE & BELDING**
**Lillian Selb** — "The new BROADCASTING Marketbook is not a gold mine, it's pure uranium, and the Spot Rate Finder is terrific."

**D-F-S**
**Stanley Pulver** — "A masterfully-designed one volume reference source for blueprinting network spot and television campaigns quickly and intelligently; the greatest possible help when it is necessary to—'get this out fast.'"

**S S C & B**
**Frank Mineham** — "We find BROADCASTING's Marketbook very helpful when we need data on radio markets."

**HARRY COHEN ADV.**
**Mary Dunlavey** — "The BROADCASTING Marketbook is one of our important timebuying yardsticks."

**B.B.D.& O.**
**Frank Silvernail** — "It's the timebuyer's Encyclopedia. Has all the market answers from Andalusia to Zanesville."

**WARWICK & LEGLER**
**Lester Malitz** — "It is useful because the information is all compiled within its covers."

**BIOW COMPANY**
**Terrence Clyne** — "We find the BROADCASTING Marketbook invaluable for buying Bulova's radio and television time."

**BENTON & BOWLES**
**Mary McKenna** — "It's a very useful tool and has a convenient assemblage of data."

**THE TAYLOR CO.**
**Lloyd Vernard** — "We look forward to the 1950 edition of the Marketbook because we find it useful every day."

**McCANN-ERICKSON**
**Bob Reuschle** — "BROADCASTING and its Marketbook is still my Bible."

**JOSEPH KATZ CO.**
**Elizabeth Black** — "For rapid estimating jobs, I find the Marketbook of invaluable assistance."

**J. WALTER THOMPSON**
**James Luce** — "Delighted that the BROADCASTING map will be distributed with the Marketbook. The BROADCASTING maps are extremely useful to us."

**YOUNG & RUBICAM**
**Frank Coulter** — "A genuine service. Widely used and constantly referred to."

**DUANE JONES**
**Vera Brennan** — "The Marketbook is one of the finest books on the market. Indispensable in our work."

**WILLIAM ESTY**
**Richard Grahl** — "Highly useful and a great time saver for arriving at estimated costs."

**KUDNER AGENCY**
**Carlos Franco** — "The Marketbook is a friend at your elbow . . . and harder to stump than Kieran."


BROADCASTING
TELECASTING

| | |
|---|---|
| WASHINGTON, D. C. | 870 National Press Bldg. Telephone MEtropolitan 1022 |
| NEW YORK, N. Y. | 250 Park Ave. Telephone PLaza 5-8355 |
| CHICAGO, ILL. | 360 N. Michigan Ave. Telephone CEntral 6-4115 |
| HOLLYWOOD, CAL. | Taft Building, Hollywood and Vine Telephone HEmpstead 8181 |
| TORONTO, ONT. | 417 Harbour Commission Telephone ELgin 0775 |

# NETWORKS GEAR FOR WAR NEWS

## Korean Invasion Breaks as Radio Exclusive

THE KOREAN war and U. S. intervention last week set network newsmen to work as they had not worked since World War II.

Like the grim news of Dec. 7, 1941, the story of the invasion of South Korea was a radio exclusive. It broke on Sunday, a day no afternoon newspapers are published.

All networks broke into regular radio and television programming to broadcast special bulletins announcing the Korean war. All carried increasingly heavy news schedules as the President announced his commitment of U. S. forces and as America entered active combat for the first time since V-J Day.

ABC's Drew Pearson broke the news of the President's decision at 11 a.m. Tuesday, an hour and six minutes before it was officially released. Mr. Pearson's report was read by Gordon Fraser. At 12:06 p.m., the official announcement was carried by ABC with Baukhage and Elmer Davis reporting. All ABC news programs carried heavy coverage of the Korean situation, and numerous special bulletins were used.

ABC, like all other networks except NBC, was caught without a fulltime staff correspondent on or near the scene of action. All, however, took reports from stringers in Tokyo or Korea. John Rich was representing ABC in Tokyo.

CBS, whose Bill Costello, was returned several weeks ago from Tokyo—an assignment he had been on for years—at the week's end sent him back. The network said other CBS newsmen would also be assigned to the Far East.

Robert P. Martin, stringing for CBS in Tokyo, was picked up soon after the first news of the North Korean attack and he broadcast on numerous CBS programs throughout the week. CBS used several global roundups of correspondents, reporting on reactions to the Korean war and to the U. S. participation.

### MBS From Seoul

MBS scored a beat on Monday when it arranged a broadcast direct from Seoul by U. S. Ambassador John J. Muccio. The same evening Mutual carried a special half-hour program with pickups from eight U. S. cities for reaction to the Korean news. On its *Mutual Newsreel*, the network picked up reports from Tokyo, Manila, London and other points. On Wednesday the network broadcast a statement by President Quirino of the Philippines direct from Manila.

NBC immediately reactivated its wartime "listening post" to monitor broadcasts from the Pacific, Russia and other Iron Curtain countries, arranged for continuous broadcasting from the UN Security Council, requested accreditization for Leon Pearson and W. W. Chaplin as war correspondents and transferred Elmer Peterson from Hollywood to San Francisco, chief relay point for programs from the Orient.

Circuits were opened to Tokyo to handle reports from George Thomas Folster, NBC correspondent there, and the network's main source of news from the Korean front. A new series, *Report From the Pentagon*, has been started at 11-11:15 a.m., Monday through Friday, to cover the daily briefing of Washington correspondents. NBC-TV has been set up on a flash basis for news bulletins, with the cameras at the UN assembly room being kept "hot" for immediate pickups of news developments there.

**BALLOONS advertising biscuits and cake mix are the fashion at the grand opening of the 18th Miller's Super Market in Denver. KFEL Denver broadcast the event by tape on its *Where's Morgan?* quarter-hour program. On hand for the opening and wearing Omar hats are (l to r) kneeling, John Cullen, engineer; Burt Eller, Miller's salesman; Duncan Ross, member of KFEL newsroom, and Dale Morgan, star of the show; standing, Bill Conklin, KFEL sales manager, and Frank Bishop, managing director of station. Denver Advertising Club has cited the show as the outstanding participation program of 1950.**

## they say...

"THE RADIO listener, using the same radio set he has had for the past 10 years, has no idea of what he has been missing until he listens to modulation — FM. This method of broadcasting adds color to music that would not have been thought possible. . . .

"Radio stations . . . should not confine their FM broadcasts to only a portion of the day. . . . Such limited use of FM facilities is common practice among radio stations, probably to reduce expenses. If that is the reason, it is pennywise economy, for the surest way to build an appreciation of radio at its best is to let the public hear nothing but FM broadcasting."

*From an editorial in the* Springfield *(Mass.)* Sunday Republican.

## NBC-NORTHWESTERN

### Mitchell To Be Guest Speaker

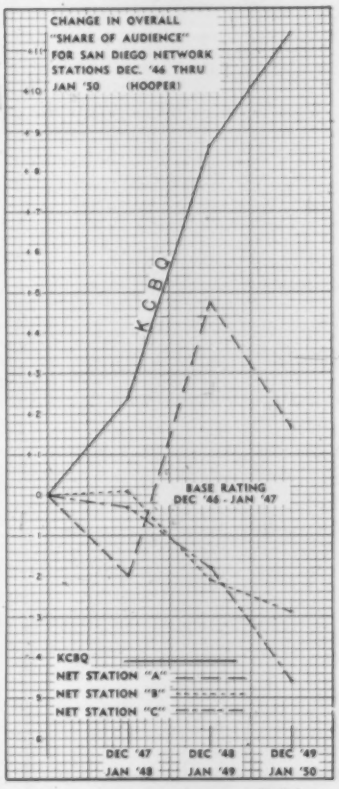
MAURICE MITCHELL, director of Broadcast Advertising Bureau, and other industry representatives will be guest speakers at the station management course offered by the ninth annual NBC-Northwestern U. Summer Radio Institute, which started in Chicago June 26 and will run for six weeks.

Guests will be Lloyd Griffin, general manager, Free & Peters, Chicago; John McCormick, manager, WTAM and WNBK (TV) Cleveland; John Meagher, general manager, KYSM Mankato, Minn., Ernie Saunders, manager, WOC-AM-TV Davenport, Iowa; Karl Wyler, president and general manager, KTSM El Paso; Harry Smith, sales manager, WLW Cincinnati; Joe Mackin, general manager, WMAM Marinette, Wis.; Angus Pfaff, general manager, WNMP Evanston, Ill.; Elizabeth Hart, WMAQ Chicago commentator; Ben Park, NBC Chicago TV producer; Elizabeth Marshall, assistant director, Chicago Radio Council of the Board of Education; Dan Petrie, NBC Chicago TV director; Everett Mitchell, NBC farm commentator; George Probst, radio director, U. of Chicago; Betty Ross, assistant director of public affairs and education, NBC Chicago; Pearl Rosser, radio director, International Council of Religious Education in America, and Mrs. Ruth Moore, radio staff, Community Fund of Chicago.


# Listeners Switch To KCBQ

## San Diego Audience Chooses CBS Station

**An overwhelming number of San Diego radio listeners are switching to KCBQ —CBS in San Diego. Figures released today by the station prove that KCBQ is the only San Diego network station**


CHANGE IN OVERALL "SHARE OF AUDIENCE" FOR SAN DIEGO NETWORK STATIONS DEC. '46 THRU JAN '50 (HOOPER)
KCBQ
BASE RATING DEC '46 - JAN '47
KCBQ
NET STATION "A"
NET STATION "B"
NET STATION "C"
DEC '47 JAN '48
DEC '48 JAN '49
DEC '49 JAN '50

**to show an increase in over-all "share-of-audience" during 1949 with all competing network affiliates taking a nose-dive.**

### San Diego Now 26th Market

**Astute time-buyers are taking particular notice of this fact because of the tremendous importance of the swiftly-growing San Diego market, and the strong KCBQ sales story. They point out that San Diego is now the country's 26th market with a diversified, stable economy and the second highest retail sales index (435) in the U.S. today. This figure is also backed up by the 1950 edition of Consumer Markets, published by Standard Rate & Data.**

### Hollingbery Is Rep.

**Inquiries may be made by contacting the KCBQ Sales Department or through the offices of the Geo. P. Hollingbery Co., station representatives.**




XUM

# editorial

## Road Toward Fusion

WE ARE pleased over the response to our editorial suggestion proposing "Radio-TV Fusion Now" through the device of an all-inclusive trade association, headed by one man, and with tributary divisions catering to specialized pursuits.

Reactions are reported elsewhere in this issue. There are those who feel an all-purpose organization, embracing manufacturers and suppliers, producers and creative people, as well as broadcasters and telecasters, fervently is to be desired. Others regard our approach as perhaps an idealistic will-o-the-wisp.

Our purpose was to stimulate thought along a line that to us seems inevitable—ultimately. Serious questions are raised as to how the seemingly divergent and irreconcilable forces can be brought together. All seem to agree, however, that the project is important.

It was not our purpose to put the proposed organization together. It was not our notion that it would or could be done overnight. The mills of the trade association gods grind ever so slowly—until a crisis is upon them.

There seems to be something sacrosanct about trade organizations, particularly in the burgeoning radio-TV field. It may be the instinct to protect that which exists—to retain the *status quo*.

Our suggestion was not motivated by the current deliberations in NAB and RTMA regarding reorganization, although, admittedly, the timing couldn't be better. Rather it stems from what to us appears to be the sheer logic of fusing radio's forces toward the goal of protection of the medium, better service to the public, and of saving time, money and effort.

The NAB is showing signs of renewed vigor under its new general manager, William B. Ryan. He received a justified vote of confidence from the NAB board a fortnight ago. A membership drive is under way, and a renewed effort is being made toward streamlining. We sincerely hope the NAB pulls itself out of the morass of conflict. A stronger NAB would make the task of an all-inclusive congress easier of accomplishment.

The same goes for RTMA, now in search of a paid president. The Television Broadcasters Assn. has found itself stymied because of the TV freeze, which has all but frozen its opportunity for expansion.

It looks like fusion will be a lively topic in the weeks or months ahead. The several radio-TV trade groups cannot be expected to pick up the torch toward a unified "Congress."

Action will come through the leadership of ownership.

## Age of Responsibility

ONE OF the most challenging but cheering interpretations that can be made of Cunningham & Walsh's latest Videotown study, which appears in these pages this week, is that television has progressed beyond the novelty stage.

Television is a big boy now among the communications arts. Having grown out of diapers, it no longer can monopolize attention in the family living room by saying "Goo."

It must enlarge and improve its vocabulary and compete with other adults, a fact that John P. Cunningham, executive vice president of Cunningham & Walsh, made clear in summarizing the agency's latest explanation.

Noting that a decreasing buying rate of TV sets among upper income groups and increasing resistance to television among non-owners were found, Mr. Cunningham said: "These warning signals emphasize our responsibility for the production of constantly better programs."

Maturity is attained only when such responsibility as Mr. Cunningham speaks of can be accepted gracefully. Television has reached adult dimensions, but until it can prove it can speak with an adult voice and adult mind it is apt to be considered by a lot of people as being still a little damp behind the ears.

## Editor Bites Antenna

SUPPOSE YOU read the following in your local newspaper:

> **A radio station is a business venture that must be supported by the commerce in the area. * * * In its coverage * * * the station will offer excellent advertising possibilities for business. Firms will have an opportunity to sponsor various programs and at the same time make their service or products better known. Special sales of grocery or dry goods, campaigns promoting goodwill and making manufactured products better known and more readily acceptable to consumers will be part of the function of the station.**

It happened on June 20 in the Virgin Islands. Those quotes are from the lead editorial in *The Daily News*, published on the eve of the opening of WSTA, licensed by the FCC to Radio Consultant William Greer. The newspaper (which sells all the space it can) has no interest in the station. There's more:

> **The first radio station in St. Thomas is a reality. Its formal dedication will open a new era in community advancement and influence the future to an extent not now dreamt of even by its founder.**

Perhaps the moral is that there are no doubting Thomases on St. Thomas.

## Challenge to Research

UNDENIABLY the radio audience is an elusive quantity to measure—too large and too vagrant to be counted ear by ear. The compelling fact that its dimensions must somehow be recorded has led at times to the accumulation of contradictory statistics that cause confusion among both buyers and sellers of time.

Such an instance—unfortunately not without precedent—arose recently in the San Francisco-Oakland area when Hooper and Pulse surveys, measuring approximately the same thing, came up with widely divergent results.

Hooper used the telephone-coincidental method while Pulse followed its formula of counting audience by the personal interview-aided recall plan. The results were in wide disagreement. When spokesmen addressed the San Francisco Ad Club each produced evidence supporting the accuracy of their findings.

In an effort to settle once and for all this radio bugaboo, E. P. Franklin, general manager, and Stanley G. Breyer, commercial manager, of KJBS San Francisco, have proposed a daring but simple solution. Let a reliable research company, acceptable to both Pulse and Hooper, do an independent survey with an impartial committee as umpire to prove conclusively who is right and who is wrong. Let the chips fall where they may. As further proof that they mean business KJBS officials propose that if the two measurement firms refuse, the station intends to pursue the plan with the help of AAAA, ANA and NAB.

Such an effort may be a long step toward proving the integrity of radio. It should go far toward assuring the advertiser and the agency that the radio audience is a real and valuable purchase—that from it comes the biggest result for the advertising dollar.

Here is a challenge that should be met half way. The outcome will be of considerable interest to everyone.

# our respects to:

JAMES EDWARD HANNA

WHEN James Edward Hanna was elected to a vice presidency of N. W. Ayer & Son Inc., after some 20 years of service with the agency, his devoted but uncowed radio-television staff gave him a party that is remembered not only for its vigor but also for its theme.

They called it the "It's About Time" party.

Not every New York advertising agency staff could honor a new vice president so informally without risking dire retribution—withdrawal of expense accounts, for example, or banishment to some primitive branch office west of Sixth Ave.

The underlings of James Hanna, however, feared no consequences more severe than those that inevitably follow cheerful celebrations. Indeed Mr. Hanna, whose rational perspectives survived his elevation to high office, joined unreservedly in the party, even contributing to its gaiety with powerful attacks of boogie-woogie on a piano which a custodian had thoughtlessly left unlocked.

Mr. Hanna could be pardoned for almost any degree of exuberant commemoration of

*(Continued on page 40)*

## *Static & Snow*

By AWFREY QUINCY

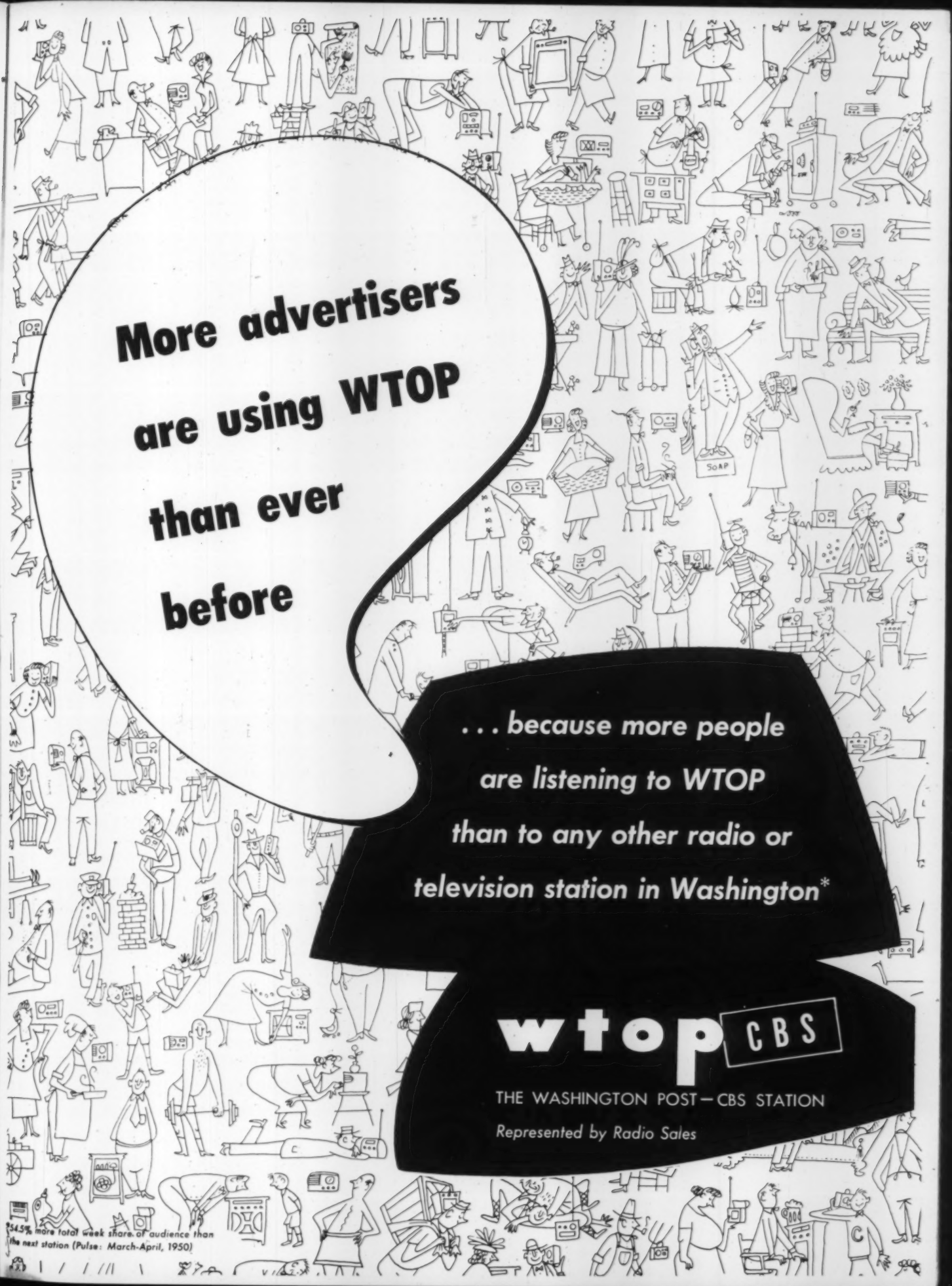
**NOW they're signing talent for 20 years. To us, it seems that there's a touch of insecurity about such short-term arrangements. Who'll be first with a 99-year contract?**

* * *

**According to CLOSED CIRCUIT, a former high-ranking RAF general may be the next "Head Man" of British radio. We suppose that's better than an ex-cavalry general or a former quarterdeck admiral, but our idea of the required type is a composite of such characters as Ed Kobak, John Royal, L. B. Wilson and Walter Damm, none of whom would ever stay in formation, and we shudder to think of how they'd look in a uniform.**

* * *

**"What makes the Boss Man rave and rail,"**
**said Files to Telephone**
**"Our HOOPERDINK has slipped a point,"**
**the Messenger Boy said**
**"What makes the Agency Man quail,"**
**said Files to Dictaphone**
**"Our PRATING is deflating," the Secretary said.**
**"So they're firing the Comedian, the Producer gets the ax**
**And our new star's a tragedian who will do his show on wax**
**For the NIELSENPOOP is drooping, down from Ten to Nine point Two**
**So they're hanging everybody in the morning."**


More advertisers are using WTOP than ever before
. . . because more people are listening to WTOP than to any other radio or television station in Washington*
wtop CBS
THE WASHINGTON POST—CBS STATION
Represented by Radio Sales
*54.5% more total week share of audience than the next station (Pulse: March-April, 1950)

# front office

HAROLD R. KRELSTEIN, vice president-general manager WMPS Memphis, elected vice president Plough Inc., of which WMPS is wholly-owned subsidiary. Joined station in 1939 as salesman; made commercial manager in 1940; acting manager in 1942. Appointed to present position in 1943.

Mr. Krelstein

TOM LEWIS SHUMATE, program director KSO Des Moines, to KAYL Storm Lake, Iowa, as manager.

O. L. TAYLOR Co. appointed representative WHBL-AM-FM Sheboygan, Wis., in national spot sales field.

HARRY WATERSTONE, with KGEM Boise, Idaho, since its inception, appointed assistant manager. AL BIORGE, sales manager KGEM, to KSL Salt Lake. MILO PETERSEN succeeds him at KGEM.

BOK REITZEL, KSMO San Mateo, Calif., to KCBS San Francisco as account executive.

WILLIAM J. JORY, promotion manager and assistant to manager WJLB-AM-FM Detroit since August 1949, appointed general manager. Former manager WJBK Detroit, WKBN Youngstown, Ohio, and WRBX Roanoke, Va.

THOMAS E. MARTIN, executive capacity WEEU Reading, Pa., named general manager. Was with WRUN Utica, N. Y., and WWNY Watertown, N. Y.

RANDY BEAN, manager WCHV Charlottesville, Va., resigns effective in September to open music store. Charles Barham Jr., owner, to be active director.

TRANSIT RADIO Inc., Cincinnati, Ohio, appointed national representative by WLYN-FM Lynn, and WHAV-FM Haverhill, Mass.

BOB ALLEN, program director WDGY Minneapolis, appointed assistant manager. With station for past four years. Previously with WEAU Eau Claire, Wis.

Mr. Allen

C. D. (Chuck) MILLER, program director KRNT Des Moines, to director of radio operations WTCN Minneapolis. Formerly with KMA Shenandoah, WHO Des Moines, others. SHERMAN K. HEADLEY, senior TV program director, appointed director of TV operations WTCN-TV.

LEE GORDON RASMUSSEN, manager KAYL Storm Lake, Iowa, to KJFJ Webster City, Iowa, as manager.

ROBERT E. GIBSON, baseball broadcaster WSAM Saginaw, Mich., appointed sales and account representative.

WBAC CLEVELAND, TENN., publishes new rate card, 1-A, revised effective Aug. 1.

BARRY MAHOOL, chairman Television Broadcasters Assn. Inc.'s public service programming committee, N. Y., to staff of Radio Free Europe, N. Y.

AVERY-KNODEL Inc., N. Y., radio-TV station representative, moves to 608 Fifth Ave., N. Y.

C. E. STILES, supervisor purchasing and stores at CBC engineering headquarters, Montreal, to assistant director personnel and administrative services, CBC Ottawa. Started with predecessor of CBC in 1933. Succeeded as purchasing agent by M. D. PETERKIN, assistant supervisor purchasing. G. G. YULL, chief storekeeper CBC Montreal, to supervisor of stores. P. V. TREMBLAY to assistant purchasing agent.

CHARLES C. WOODARD Jr., Stanford U. law graduate, to staff of Ned Marr, director legal-personal relations, CBS Hollywood.

JOHN M. ELLIS, local sales manager CHAT Medicine Hat, formerly on sales staff CKCK Regina, named sales manager CKY Winnipeg.

PAUL SCHEINER, KLX Oakland, to KGO San Francisco as radio sales representative.

EDWARD BISHOFF to ABC Chicago sales service staff after working at Price, Robinson & Frank Agency and A. C. Nielsen Co., both Chicago.

WEST COAST Radio Sales established in S. F. by BENTON PASCHALL as Northern California representative of his Western Radio Sales, Hollywood. New offices in 1085 Monadnock Bldg. Phone Douglas 2-4475. ROGER R. HUNT, KHUB Watsonville, Calif., is manager.

MILTON VANDEVENTER, KMOX and WIL St. Louis, to sales staff of WMAY Springfield, Ill., set to open Aug. 15.

LEN FIRESTONE, WPGH Pittsburgh, to Schepp-Reiner Co., N. Y., station representative, as account executive.

HARRINGTON, RIGHTER & PARSONS Inc., N. Y., moves to 347 Madison Ave. Phone: Lexington 2-1741.

ED HEWITT, radio sales representative KGO San Francisco, to KGO-TV as television sales representative.

## *Personals . . .*

E. J. (Mike) HUBER, general manager KTRI Sioux City, Iowa, elected president Sioux City Adv. Club . . . Arthur Hull Hayes, CBS vice president, S. F., named chairman radio committee for Community Chest 1950 Fund Drive . . . Robert W. Booth, manager WTAG Worcester, Mass., accepted degree Doctor of Journalism from Suffolk U., Boston, for his father, George F. Booth, president WTAG Inc.

JOHN PATTISON WILLIAMS, executive vice president WING Dayton and WIZE Springfield, Ohio, selected to serve as national counselor for Dayton Chamber of Commerce . . . Hugh E. Pearson, president Taylor, Pearson & Carson (Canada) Ltd., Calgary, All-Canada Mutually operated stations, elected a director Bank of Toronto . . . John T. Gelder Jr., general manager WCHS Charleston, W. Va., appointed director of 1950 Community Chest drive for Charleston . . . Fred Rabell, general manager KSON San Diego, recuperating at home following recent heart attack.

## RADIO ANNUAL

### *IER '49 Talks Compiled*

**EDUCATION ON THE AIR. By Ohio State U. Press, Columbus, Ohio. 444 pp. $4.**

THIS 19th annual yearbook for the university's Institute for Education by Radio is a running account of speeches and discussions at IER's 1949 convention, which headlined such industry personalities as FCC Chairman Wayne Coy, Comr. Frieda Hennock, John F. Patt, Mortimer Loewi, Leonard Marks, Forney Rankin, Clifford Durr, Edgar Kobak and others.

The introduction is devoted to "a glance ahead" at the future of the mass media — AM, TV, FM and facsimile—by Chairman Coy and figures identified with these phases of aural broadcasting.

Television's impact on American life is reviewed in presentations from representatives of the production, motion picture, educational, recreational and other fields. International aspects — the Voice of America, UNESCO and radio's contribution to world peace—also are covered. A chapter, "Education by Radio at the Crossroads," is authored by Mr. Kobak, now radio consultant and former MBS president.

Other sections deal with work-study viewpoints on television, radio's role in organized education, specific program areas in radio, and organizations utilizing radio. Included also are awards of life memberships in IER, awards for 1949 outstanding programs and listing of recordings exhibited.

DEPT. OF COMMERCE, State of New York, has sent to all broadcasters special July 4th safety packet, which includes spot announcements designed for prevention of holiday accidents.

## KFOR GESTURE

### Marks Hardy's Longevity

A RADIO flashback by KFOR Lincoln, Neb., has provided a long-time sponsor with a friendly and novel gesture, the station reports.

Station brought together the original newscast personnel at an anniversary broadcast marking sponsorship of the news program for eight consecutive years by the Hardy Furniture Co. in that city. Eight years ago, Harry Peck, now vice president and general manager of KFOR, did the commercials

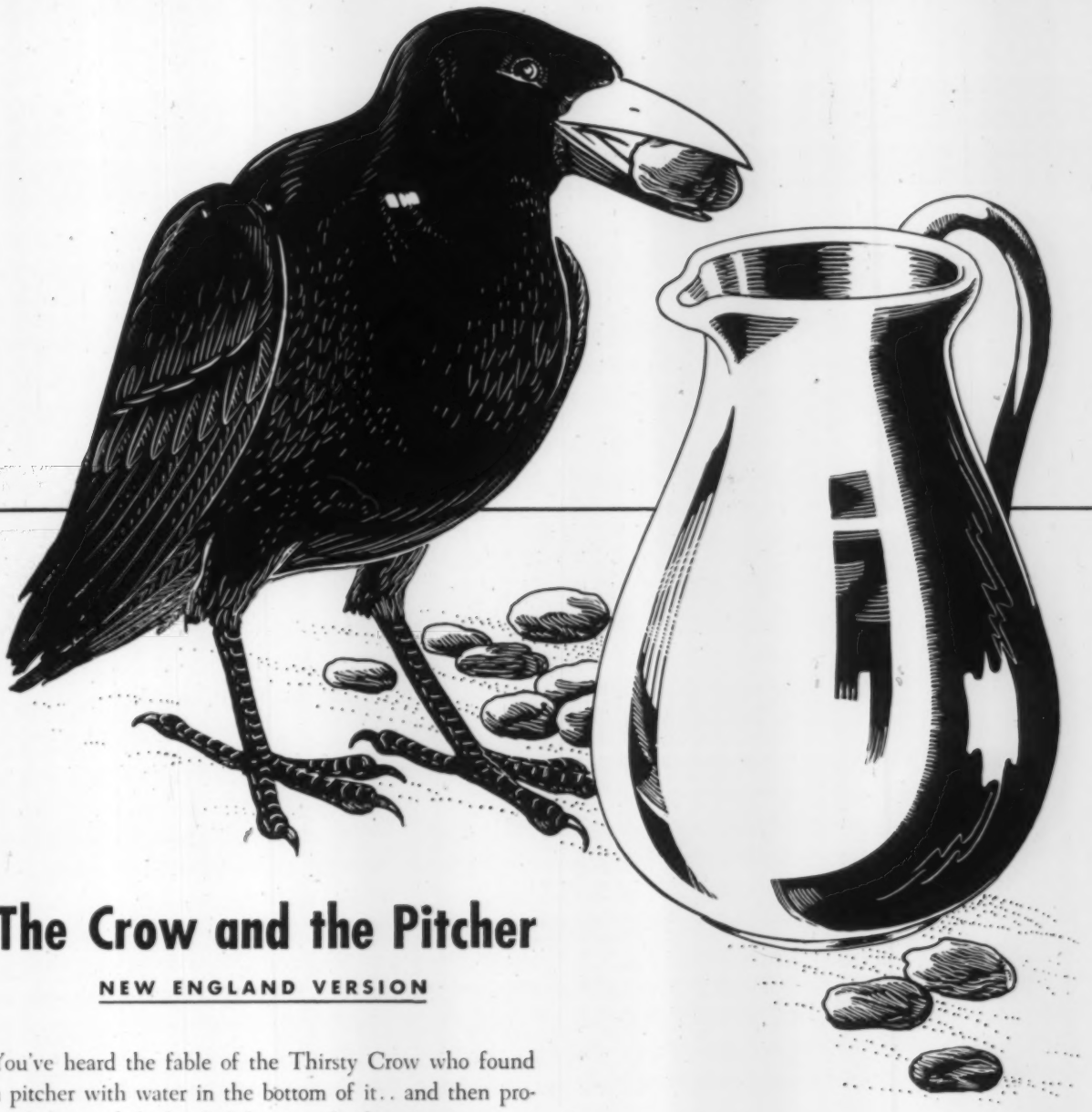
*Awarding certificate to Mr. Hardy (center) is Mr. Peck (r), with Mr. Swensen looking on.*

* * *

while Harvey Swensen, now in business for himself, was the newscaster.

In place of the usual closing commercial on the program, KFOR awarded a certificate of appreciation to Phillip S. Hardy, president of the furniture firm, for loyal support to the station and to Lincoln's radio audience.

KMQX St. Louis, *Old Fashioned Barn Dance* will appear in four neighboring Illinois towns during summer.



# The Crow and the Pitcher

**NEW ENGLAND VERSION**

You've heard the fable of the Thirsty Crow who found a pitcher with water in the bottom of it.. and then proceeded to raise the level of the water by dropping in stones, one by one.

That's how Aesop tells it, anyway. Here in New England, we have a quicker method of raising levels.. *sales* levels, particularly. Instead of tackling all the various New England areas one by one, smart advertisers reach the great majority of the entire market with just one medium: WBZ!

With 50,000-watt power and consistently high ratings, WBZ really gets your message to an eager audience in all six New England states. And that's no fable! For details, check WBZ or Free & Peters.

**WBZ**

**BOSTON**

**50,000 WATTS**

**NBC AFFILIATE**

**WESTINGHOUSE RADIO STATIONS Inc**

KDKA · WOWO · KEX · KYW · WBZ · WBZA · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

## Respects

*(Continued from page 36)*

his election as vice president and director of radio-television and a member of the Ayer board of directors. His present station is a commendable improvement over his first assignment at Ayer, which he joined in 1927 as an apprentice.

The top radio-television executive of N. W. Ayer was born in Wheaton, Ill., Aug. 3, 1903. At the age of 6 he was taken by his family to Philadelphia where he grew up, attended public schools and was graduated from the U. of Pennsylvania.

At college he studied journalism and economics, harbored intentions of becoming a writer. In his senior year and after graduation he worked as a reporter for the now defunct Philadelphia *North American.*

After a year's service with the newspaper, he abandoned the peonage of journalism, which in those days rewarded its practitioners with salaries too small to be seen by the naked eye. He took a job as art director and salesman with a Philadelphia manufacturer of display signs and showcases.

A year later Mr. Hanna's venture into the display equipment business ended when the company failed. The regrettable experience so dashed his interest in the world of commerce that he signed aboard a Europe-bound freighter, jumped ship on the continent and wandered through France, England, Italy, Germany and Switzerland for a year.

### Joins Ayer

At the end of his European sojourn his personal finances were so depleted that his interest in commercial activity was revived. He returned to Philadelphia and joined the Ayer agency.

His first job was in the detail department, to which new employes were assigned to learn the fundamentals of the agency business. Chafing in the routine of the detail department, Mr. Hanna began composing advertising copy on his own time. A series he wrote for Camel cigarettes, then a client of Ayer, won him a permanent place as copywriter less than a year after he joined the agency.

In the next eight years Mr. Hanna wrote copy for almost every client of the firm, "from Camels to Old Town canoes," as he puts it now. In 1936 he was appointed copy chief of the agency's Detroit office.

The principal reason for the existence of Ayer's Detroit office at that time was the Ford account, for which the agency prepared not only consumer advertising but also all kinds of dealer aids, institutional promotion and even some intra-company publications.

Mr. Hanna and six copy writers were kept busy in Detroit until 1940 when the Ford account was shifted to another agency. At that time Mr. Hanna was transferred to New York as radio copy chief. He has been in radio and television for the agency ever since then.

Television is not a new experience for Mr. Hanna or for N. W. Ayer. In 1941, he recalls, the agency experimented with all kinds of commercials for its long time client, Atlantic Refining Co., which sponsored telecasts of the U. of Pennsylvania football games that year over WPTZ (TV) Philadelphia.

Ayer tried numerous types of commercials in those pioneering days—puppets, films, and even, in Mr. Hanna's words, "the revolutionary idea of having an announcer appear live to say that Atlantic was a good product."

It constitutes at least a minor historical note to observe that Atlantic only last season sponsored U. of Pennsylvania football telecasts over the same WPTZ, still using various kinds of commercials. One noticeable difference between last season and 1941 was in the size of the audience. In 1941 there were fewer than 75 receivers in the Philadelphia area.

### Top Clients

Two Ayer clients with distinguished histories of their use of radio are Atlantic, which sponsors a heavy sports schedule, and Bell Telephone Co., whose *Telephone Hour* has recently passed its 10th anniversary.

Atlantic's lineup of stations is commonly considered a spot radio campaign, although the agency actually sets up its own networks to carry games that the client sponsors. Ayer buys radio and television for such other clients as National Dairy Corp., Carrier Air Conditioning, Personal Products Div. of Johnson & Johnson, Gordon Baking Co., the Electric Cos., Lever Bros. (Surf), United Airlines.

In the first quarter of 1949, Ayer had three clients using television. In the first quarter this year it had 20. Its AM billings this year also increased over last. Total billings of the agency are not revealed.

Mr. Hanna foresees a healthy future for both television and radio, particularly daytime radio.

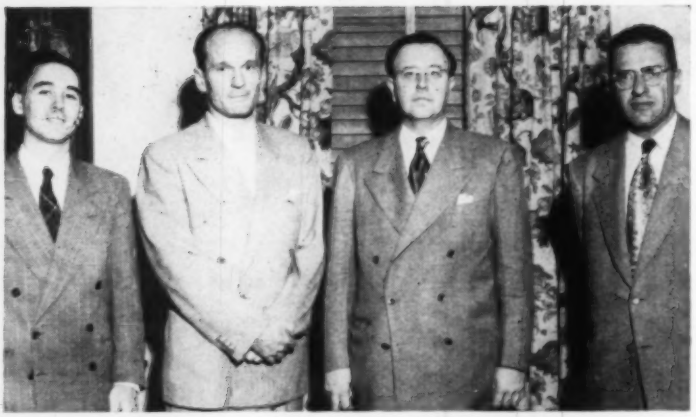
"The future of daytime radio extends indefinitely," he said last week. "As for television, the scramble for good time in TV will reach bitter proportions before the freeze is lifted and new stations get into operation."

### Likes Golfing

When he is not grappling with the intricacies of running the radio-television activities of one of the nation's biggest agencies, Mr. Hanna is apt to be relaxing at golf, a game in which he confesses he is more enthusiastic than skillful.

His other pastimes include piano playing, bridge and gin rummy, in all of which he is more competent than in golf, he says.

He and his wife, the former Judy Hofstetter of Philadelphia, and their daughter, Jean, 11, live in Scarsdale, N. Y. He is a member of the Westchester Country Club.



**THIS quartet constitutes the outgoing chairman and newly elected officers of the Cleveland Section, Institute of Radio Engineers. L to r: Joseph L. Hunter, John Carroll U., secretary-treasurer; Joseph Dobosy, consulting engineer, past chairman; Joseph B. Epperson, chief engineer, Scripps-Howard Radio, chairman; Thomas B. Friedman, chief engineer, WXEL (TV) Cleveland, vice chairman.**

**CONTEMPLATING many happy years ahead at ABC is Don McNeill (l), star of the network's *Breakfast Club* program, after he closes a 20-year contract. Also registering approval of the agreement is Mark Woods, ABC's vice chairman of the board.**

## OPERATORS

### FCC Forms New Class

FCC last week finalized its proposal to establish a new class of commercial radio operator license—the Radiotelephone Third Class Operator—whose authority would include operation of noncommercial educational FM stations of no more than 10 w power [BROADCASTING, Aug. 29, 1949].

The new class was designed to meet a need for a non-technical license falling between the present restricted radiotelephone operator permit and the second-class license.

Authority of a third-class license holder to operate low-power noncommercial educational FM stations will be subject to these conditions: (1) he may make no adjustments that might result in improper transmitter operation; (2) the equipment must be so designed that frequency stability is maintained by the transmitter itself and "normal rendition of service" will not cause off-frequency operation or unauthorized radiation; and (3) transmitter adjustments that may affect proper station operation must be made by or under the immediate supervision of a first- or second-class operator.

FCC also revised the examination for, and the scope of operating authority under, the Restricted Radiotelegraph Operator Permit, which was renamed Radiotelegraph Third Class Operator Permit. The scope of this permit also includes the low-power FM stations, subject to conditions.

## MUSIC SCHOOL

### WFMA Sponsors Project

RADIO's effectiveness as a music medium has received added impetus through the FM Music School conducted the past two years by WFMA (FM) Rocky Mount, N. C. The end of an experiment and recognition of radio's place in music instruction was signalized by the school a few weeks ago when the students of Nash County staged spring music festivals.

Now incorporated into the regular school curriculum, the WFMA Music School came into being after Gregg Cherry, then governor of North Carolina, became interested in the utilization of radio in education and appointed a committee to investigate the possibilities.

One of these committee members was Josh L. Horne, who decided to launch an experimental FM music school in 1948 over his outlet WCEC-FM, now WFMA (FM). The experiment taking hold, county funds were allotted for the purchase of FM sets. The following year, the school was fully organized. Through the WFMA Music School, the children are introduced to musical forms not usually available in classrooms.

# John Stroud

## high school honor graduate goes to work in Steel

Here's an ambitious boy, John Stroud, who stood among the top tenth in his high school graduating class. Just a few weeks ago he went to work for a steel company.

He's working as spot grinder in the plate mill. John likes the work and he wants to make steel his career.

John Stroud may not know it, but a few years ago it cost a steel company an average of $8,000 to provide one job. At today's prices for construction and equipment the cost of providing one job in a new plant has climbed to more than $24,000.

Investors put up quite a lot of the money that goes into making the jobs in steel. Their savings, invested in the hope of a fair return, make possible *better* jobs, *better* steel and *better* living all around. This is private enterprise continuously at work for *your* benefit.

**Steel works for EVERYONE**

AMERICAN IRON AND STEEL INSTITUTE • 350 FIFTH AVENUE, NEW YORK 1, N.Y.

## Richards' Politics

*(Continued from page 23)*

**complish what you thought was right.**

Correspondence also was introduced to show that one of Mr. Richards' attorneys, William A. Alfs, had feared the station owner "might be heading for trouble" if he broadcast an anti-New Deal commentary series by Rupert Hughes, which was subsequently carried. Mr. Alfs had warned that the opposition might demand equal time, and raised questions relating to Hatch Act limitations on the amount a single individual may contribute to a political campaign.

Among letters assertedly sent by Mr. Richards to Mr. Fitzpatrick was one which said in part:

**We cannot pussyfoot any longer. To hell with the FCC. Of course, we have to live up to their rules, but there are no rules that say we can't act America and boost our own country and our own people and own Constitution.**

In another letter attributed to Mr. Richards was an assertion that "we at WJR, WGAR and KMPC should do everything within our power to change the administration."

Mr. Cottone wanted to know whether the station owner had ever said anything of that nature to Mr. Reynolds.

"He has on many occasions," the station manager replied. "But it didn't mean to me that I should do anything about it. I know Mr. Richards and I know how he talks."

A letter initialed "GAR" said the *Victory F.O.B.* program "is WJR's chance to play its part in helping to eliminate the bureaucrats who would communize our country." The program, it was explained, had consisted of talks by prominent Americans concerning the war effort.

Mr. Reynolds also was asked to identify a note which said in part: "Clete, let's know all our Congressmen, especially the ones on America's side. Let's skip the Gahagans."

### Note to Roberts

Mr. Reynolds said the writing appeared to be Mr. Richards' but that he didn't know who "the Gahagans" were. Mr. Richards, he said, had never referred to Congresswoman Helen Gahagan Douglas (D-Calif.) as "Gahagan." The note was addressed to Clete Roberts, former KMPC public affairs director.

Most of Tuesday's session was devoted to introduction of scripts of the weekly *Victory F.O.B.*, which WJR fed to some 110 CBS stations and which Mr. Cottone claimed was used in 1944 to promote the Republican cause.

Mr. Richards' counsel refused to concede the authenticity of a memo which Mr. Richards assertedly sent to Mr. Roberts in 1947 during telephone and coal strikes.

"Until these two strikes are over," the memo said, "climb all over the administration and unions for allowing this to happen. Criticize both vigorously until the strikes have been settled."

Mr. Burns claimed the memo "was taken from the station by the Commission's star witness—Clete Roberts."

Examiner Cunningham asked at one point whether KMPC "wilfully excluded the strikers' side of the story in these controversies." Mr. Reynolds replied that he saw nothing wrong in a station owner or manager conveying his ideas to his news staff so long as the "end product" — the news broadcast — was objective and fair.

## 'LUCKY NUMBER'

### WMAW Forced To Cancel

SYNDICATED *Lucky Social Security Numbers* program was taken off the air by WMAW Milwaukee Wednesday after the city's district attorney threatened to issue an arrest warrant for Station Manager Jack Bundy if the show remained. District Attorney William McCauley charges the money giveaway show is a lottery, and violates Wisconsin's anti-gambling laws [BROADCASTING, June 26].

A request by WMAW attorneys that same day for a review of the case by Attorney General Thomas Fairchild was denied by Mr. McCauley's office. An open meeting was scheduled by Attorney General Fairchild to take place in his office at Madison Friday afternoon. Several radio stations were expected to send representatives to sit in on clarification of the status of several other giveaways also.

Format of *Lucky Social Security Numbers* was changed last Monday to include a quiz angle, injecting an element of skill in compliance with state law. Despite this, the district attorney issued a removal order.

### Status Reported

H. Ellis Saxton Agency, Milwaukee, which bought one-minute adjacencies to the show 10 times daily for Roth appliance distributors, cancelled the giveaway mentions in the spots immediately, substituting last-minute reports on the show's legal status.

Mr. Saxton, who reported "thousands" of people have called the 40 stores in the area serviced by Roth, called the show "the biggest response producer we have ever seen." He said the program, with the revised format, is similar to other quiz giveaways aired in Milwaukee.

Action of the district attorney followed refusal of the *Milwaukee Journal*, which owns WTMJ-AM-TV Milwaukee, to print paid advertising program promotion. The *Sentinel* also rejected such advertising after originally accepting it.

WMAW Manager Bundy said: "Every effort will be made to get the show back on the air in a form acceptable to legal authorities."

WJAS Pittsburgh has been presented with citation by *Horace Heidt Youth* program (NBC 9:30-10 Sunday) for manifesting faith in "the future of Greater America" by progressive planning and effective action.

**ABILITY to tell a tall one earns James P. Walker, KTUL Tulsa account executive, the Lions Club Lion Championship in his home city. This cup is the third won by Mr. Walker, who walked away with honors in 1944 and again in 1945. His winning fabrications were presented in the form of a mock newscast.**

## Hooper Report

FIRST issue of the Hooper monthly City-By-City Broadcast Audience Report, giving city-by-city, program-by-program, radio-with-radio, TV-with-TV, and radio-with-TV comparisons, will be published July 20, C. E. Hooper Inc. announced last week.

## 'ROUNDTABLE'

### Uses New Transcript Device

NEWLY-DEVELOPED technique in transcribing will be used by *U. of Chicago Roundtable* for special series of five programs with a peace theme. The program is heard on NBC Sunday, 1:30-2 p.m. (EDT). The university will place twice-edited transcripts of programs on Washington press association desks and large newspaper bureaus at 4:30 p.m.

Ward & Paul, reporting firm, will make the transcripts. Speed and economy have been achieved after a long period of experimentation through use of the new Dictaphone Timemaster. This device engraves on a plastic belt 3½ inches wide and 12 inches in circumference, with voice fidelity rated at 300 to 3500 cycles flat. Transcripts will be delivered by air mail to 150 editors early Monday morning. Spirit duplication process is used by Ward & Paul.

The peace series starts July 9 under the title "Proposals for Peace," with world-famed authorities taking part. The university decided to provide transcripts because of heavy demand for text of remarks during the informal discussions.


EXCELLENT OPPORTUNITY

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Send full particulars to

**W P A T**

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XUM

# WOW (wotta buy!)

**MARKET:** *Retail sales nearly 3 billion . . . $500 per family OVER national average. Farm income 2½ billion . . . $3,000 per farm OVER national average.*

**COVERAGE:** *485,000 families . . . 100,000 MORE every day and by night than second station.*

**MANAGEMENT:** *"One of most successful operations in U.S."—*VARIETY, *in 1950 Showmanager Award to John J. Gillin, Jr.*

**COST** *As low as 62c per thousand families (81c for second station) and in some instances, 9 percent lower than two years ago!*

**AVAILABILITIES:** *Scarce, but a few good ones NOW.*

RADIO STATION
**WOW** INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
*Owner and Operator of*
**WOW-TV Channel Six**
**KODY** AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

*"... The Richest Part of God's Great Big Green World ...!"*

## Population Shifts

*(Continued from page 21)*

to remain in third place despite the phenomenal increase in the population of Los Angeles. Apparently incorporated Philadelphia will pass the 2,000,000 mark compared to 1,931,334 in 1940. This does not include the mushrooming suburbs. For example, half the counties of the state of New Jersey have been counted, indicating a gain of 800,000 to 1,000,000 for the state and bringing it above 5,000,000.

Detroit's incorporated population rose from 1,623,452 in 1940 to 1,837,613 in 1950 but Los Angeles threatens Detroit's fourth place among the first 10 cities. The population of incorporated Los Angeles rose from 1,504,277 in 1940 to 1,954,036 in 1950 but it is estimated the Los Angeles metropolitan area now includes over 4,000,000 persons. The city of Cleveland rose from 878,336 to 909,546.

Baltimore, which had a population of 859,100 in 1940, is expected to pass 900,000 when 1950 tabulations have been completed. Incorporated St. Louis rose from 816,048 in 1940 to 852,523 in 1950. In Boston the population of the city itself rose from 770,816 to 788,552 in the decade.

### D. C. in 10th Place

Provisional figures for Pittsburgh and Washington have not been completed but the nation's capital (District of Columbia only) is expected to replace Pittsburgh as the tenth city. Pittsburgh's population, 671,659 in 1940, is estimated to have risen about 100,000 in the decade. Washington jumped from 663,091 in 1940 to 780,000 in 1950.

The metropolitan area of Washington (including adjacent counties) is estimated at 1,500,000 population. In 1948 the city area rose to 863,000 but many families moved to new apartments or suburbs. Apartment restrictions on children are cited as one of the factors in this dispersal to the outlying areas.

Other cities above 500,000 in population (incorporated area only) are San Francisco, rising from 634,536 in 1940 to 760,439 in 1950; Milwaukee, from 587,472 to 632,938; Buffalo up slightly from its 575,901 in 1940; New Orleans up from 494,537 to 568,407 and Minneapolis up from 492,370 to 517,410.

Incorporated Cincinnati missed the 500,000 mark by a hair, showing an increase from 455,610 in 1940 to 499,749 this year.

Several cities showed exceptional growth in their chartered areas. Baton Rouge, La., jumped from 34,719 to 123,954 in the 10-year period. Phoenix, Ariz., rose from 65,414 to 105,003 and Albuquerque jumped from 35,449 to 97,000 in population of incorporated area.

Figures for Denver are not complete but it is believed the city's 322,412 population will show a rise to about 440,000 (incorporated area).

### Houston Higher

A number of other sharp increases are apparent as the figures reach the Census Bureau in Washington. Houston, which had 384,514 in 1940, will be much higher. Seattle and Portland in the Northwest are well above 1940, along with many other areas, including Corpus Christi, Austin, El Paso, Dallas, Fort Worth and other Texas cities.

Thirteen cities joined the 100,000-plus group in the decade, based on incorporated area. They are Mobile, Ala.; Phoenix; Berkeley and Pasadena in California; Waterbury, Conn. Allentown, Pa.; Austin, Corpus Christi and El Paso in Texas; Little Rock, Ark.; Baton Rouge Savannah, Ga., and Montgomery, Ala.

In preliminary scanning of the 1950 Census data, Census Bureau officials noted a "tremendous colonization from cities to outlying areas" and a "considerable decrease in farm population." A century or more ago 95% of the population lived on farms. By 1940 it had dropped to 21% and now it ranges between 17% and 18%.

Much of the farm decline ocurred in States where large-scale operations prevail due to suitability for use of mechanized implements and the farm subsidy program. These areas include Montana, Wyoming, North and South Dakota, Texas, South Minnesota, Iowa, Illinois, Indiana, Kansas, Oklahoma, Kentucky and some other southern areas.

In Oklahoma, for example, rapid expansion of the population in Tulsa and Oklahoma City was offset by movement off the farms.

Among states that will show outstanding population gains are Florida, Ohio, Texas, New Mexico, Arizona, California, Utah, New Jersey, New York, Louisiana, Washington and Oregon, judging by returns to date.

Most state capitals have done well, traced to expansion in governmental functions. Big university cities also have expanded, with students counted there instead of at their family homes.

Provisional estimates of the population of large cities (incorporated area only) for 1950, rated by total population in 1940, follow:

**CITIES OF 100,000 AND MORE POPULATION: 1940—1950**
**(Incorporated Area Only)**

| | 1940 Population | 1950 Population (Provisional) |
|---|---|---|
| New York | 7,454,995 | |
| Chicago | 3,396,808 | 3,631,835 |
| Philadelphia | 1,931,334 | |
| Detroit | 1,623,452 | 1,837,613 |
| Los Angeles | 1,504,277 | 1,954,036 |
| Cleveland | 878,336 | 909,546 |
| Baltimore | 859,100 | |
| St. Louis | 816,048 | 852,523 |
| Boston | 770,816 | 788,552 |
| Pittsburgh | 671,659 | |
| Washington | 663,091 | |
| San Francisco | 634,536 | 760,439 |
| Milwaukee | 587,472 | 632,938 |
| Buffalo, N. Y. | 575,901 | |
| New Orleans | 494,537 | 568,407 |
| Minneapolis | 492,370 | 517,410 |
| Cincinnati | 455,610 | 499,749 |
| Newark | 429,760 | |
| Kansas City, Mo. | 399,178 | 453,290 |
| Indianapolis | 386,972 | 424,683 |
| Houston | 384,514 | |
| Seattle | 368,302 | 462,981 |
| Rochester, N. Y. | 324,975 | 331,292 |
| Denver | 322,412 | |
| Louisville | 319,077 | 371,859 |
| Columbus, Ohio | 306,087 | 373,821 |
| Portland, Ore. | 305,394 | 371,009 |
| Atlanta, Ga. | 302,288 | |
| Oakland, Calif. | 302,163 | 378,322 |
| Jersey City, N. J. | 301,173 | |
| Dallas | 294,734 | 432,805 |
| Memphis | 292,942 | 394,025 |
| St. Paul | 287,736 | |
| Toledo, Ohio | 282,349 | 301,372 |
| Birmingham, Ala. | 267,583 | 298,747 |
| San Antonio | 253,854 | |
| Providence, R. I. | 253,504 | 254,027 |
| Akron, Ohio | 244,791 | 273,189 |
| Omaha | 223,844 | |
| Dayton, Ohio | 210,718 | 243,108 |
| Syracuse, N. Y. | 205,967 | 220,067 |
| Oklahoma City | 204,424 | 242,450 |
| San Diego | 203,341 | 321,485 |
| Worcester, Mass. | 193,694 | 201,875 |
| Richmond, Va. | 193,042 | 229,897 |
| Fort Worth, Tex. | 177,662 | 277,049 |
| Jacksonville, Fla. | 173,065 | |
| Miami, Fla. | 172,172 | 247,262 |
| Youngstown, Ohio | 167,720 | 167,643 |
| Nashville | 167,402 | 173,359 |
| Hartford, Conn. | 166,267 | 176,623 |
| Grand Rapids, Mich. | 164,292 | 175,647 |
| Long Beach, Calif. | 164,271 | 243,921 |
| New Haven, Conn. | 160,605 | 164,206 |
| Des Moines, Iowa | 159,819 | 176,954 |
| Flint, Mich. | 151,543 | 162,193 |
| Salt Lake City | 149,934 | 181,902 |
| Springfield, Mass. | 149,554 | 162,601 |
| Bridgeport, Conn. | 147,121 | 158,678 |
| Norfolk, Va. | 144,332 | 182,377 |
| Yonkers, N. Y. | 142,598 | |
| Tulsa, Okla. | 142,157 | 180,586 |
| Scranton, Pa. | 140,404 | 124,747 |
| Paterson, N. J. | 139,656 | 139,423 |
| Albany, N. Y. | 130,577 | |
| Chattanooga, Tenn. | 128,163 | 130,333 |
| Trenton, N. J. | 124,697 | 127,894 |
| Spokane, Wash. | 122,001 | 160,471 |
| Kansas City, Kan. | 121,458 | 129,853 |
| Fort Wayne, Ind. | 118,410 | 132,831 |
| Camden, N. J. | 117,536 | 124,474 |
| Erie, Pa. | 116,955 | 130,125 |
| Fall River, Mass. | 115,428 | |
| Wichita, Kan. | 114,966 | |
| Wilmington, Del. | 112,504 | 109,907 |
| Gary, Ind. | 111,719 | |
| Knoxville, Tenn. | 111,580 | |
| Cambridge, Mass. | 110,879 | 120,700 |
| Reading, Pa. | 110,568 | 108,929 |
| New Bedford, Mass. | 110,341 | 109,033 |
| Elizabeth, N. J. | 109,912 | 112,675 |
| Tacoma, Wash. | 109,408 | 142,975 |
| Canton, Ohio | 108,401 | 116,312 |
| Tampa, Fla. | 108,391 | 124,073 |
| Sacramento, Calif. | 105,958 | |
| Peoria, Ill. | 105,087 | |
| Somerville, Mass. | 102,177 | 102,254 |
| Lowell, Mass. | 101,389 | 80,427 |
| South Bend, Ind. | 101,268 | |
| Duluth, Minn. | 101,065 | 104,060 |
| Charlotte, N. C. | 100,899 | 133,212 |
| Utica, N. Y. | 100,518 | 101,479 |

* * *

**CITIES OF LESS THAN 100,000 POPULATION IN 1940**
**(Incorporated Area Only)**

| | 1940 Population | 1950 Population (Provisional) |
|---|---|---|
| Mobile, Ala. | 78,720 | 126,998 |
| Phoenix, Ariz. | 65,414 | 105,003 |
| Berkeley, Calif. | 85,547 | 112,125 |
| Pasadena, Calif. | 81,864 | 103,971 |
| Waterbury, Conn. | 99,314 | 104,209 |
| Allentown, Pa. | 96,904 | 106,254 |
| Austin, Tex. | 87,930 | 131,964 |
| Corpus Christi, Tex. | 57,301 | 108,051 |
| El Paso, Tex. | 96,810 | 130,003 |
| Little Rock, Ark. | 88,039 | 101,387 |
| Savannah, Ga. | 95,996 | 119,109 |
| Baton Rouge, La. | 34,719 | 123,954 |
| Montgomery, Ala. | 78,084 | 105,715 |

## CHECK ARTIST

### WFCB Aids Police in Capture

A BROADCAST by WFCB Dunkirk, N. Y., led to the capture of an alleged bad-check artist who had been sought by police of 15 cities in Western New York.

Patrolman John Reilly, of the Dunkirk police force, received a tip recently that the check passer was in the town. He asked WFCB to disclose the fact and Chief Announcer William Jacobs went on the air with a description.

A nearby merchant heard the broadcast while talking to a customer who seemed to answer the description. He called the police and a long series of crimes was solved.

## CBC MONEY NEED

### Parliament Votes $650,000

NEED FOR MORE money by the Canadian Broadcasting Corp. was emphasized in the report of the Parliamentary Radio Committee tabled at Ottawa on June 26, and Parliament voted the CBC an advance of $650,000 for the current fiscal year. The Parliamentary Radio Committee did not recommend how the CBC should be granted extra revenue, leaving this to the Royal Commission on National Development in the Arts, Letters and Sciences, which is to make its report this fall.

Similarly, the Committee did not make recommendations on television, but referred to CBC plans to start its TV operations in September 1951 at Toronto and Montreal. The Committee did urge that revenue be provided in some way to the CBC to continue its present programs and allow for expansion in areas of Canada now not adequately served by the CBC. It also urged extension of the CBC International Service, which CBC operates for the Canadian government. The Dept. of Transport was requested to look into a cheaper way of collecting the annual $2.50 listener license fees.

## NABET-WLAV PACT

### AM-TV Technicians Sign

EIGHTEEN-MONTH contract has been signed by National Assn. of Broadcast Engineers & Technicians and the management of WLAV and WLAV-TV Grand Rapids, Mich. Negotiations were concluded June 24 after a five-hour strike which put the AM station off the air for 15 minutes and disrupted TV service five hours during the afternoon and evening.

New contract provides for a union shop, improved working conditions, a seniority clause, jurisdiction recognition, and a higher wage scale. The previous wage scale called for $50 to $60 per week on a three-year escalator clause. This was altered to $55 to $82.50 per week on a 3½ year escalator.

NABET authorized the strike after a vote was taken among 14 engineers and technicians who had been members of the International Brotherhood of Electrical Workers (IBEW) until that contract expired last October. Affiliation with NABET took place earlier this year after the usual National Labor Relations Board election procedure.

Contract was signed by Leonard Versluis, owner, and George Maher, national executive secretary of the union, who headquarters in Chicago.

## CONTEST OPENS

### In Public Relations Work

COMMUNICATIONS is one of 12 categories in which awards will be presented by the American Public Relations Assn. Edward B. Lyman, APRA president, announced the fourth annual program of awards for outstanding achievement in publications relations during 1949-50.

Deadline for entries is Sept. 15 with awards to be given out Nov. 14. Paul H. Bolton, executive vice president, National Assn. of Wholesalers, again serves as chairman of the awards committee. A total of 12 "Silver Anvils" and 12 "Achievement Plaques" will be awarded to winning entries. Program is open to all firms and other organizations engaged in the practice of public relations. A fee of $15 must accompany each entry, the latter in duplicate. Two sets of all materials submitted also are necessary. Address is American Public Relations Assn., 1010 Vermont Ave. N. W., Washington 5, D. C.

## KWRZ Denied

INITIAL ruling to deny for default the license renewal bid of KWRZ Flagstaff, Ariz., was adopted by the FCC last week as its final decision [BROADCASTING, May 22]. FCC earlier had revoked the station's license on grounds it had transferred control without approval. KWRZ is assigned 250 w fulltime on 1340 kc.

## milestones

►Dana Jones Co., Los Angeles advertising agency, July 1 celebrated its 25th anniversary.

►William Keighley, producer-commentator of CBS *Lux Radio Theatre*, was presented with a gold watch by the network on the June 26 broadcast, honoring his five years with that program. A. E. Joscelyn, director of CBS Hollywood operations, made the presentation.

►Cecil Solly, Pacific Northwest gardening authority, marked his 10,000th garden broadcast late in May. On the air for the past 22 years, he is now heard seven days a week on KIRO Seattle.

► George Marr, special events director at WTMJ-TV Milwaukee, last month observed his 20th year in radio. He joined NBC New York in 1930 and served with WMCA New York, WITH Baltimore, WHDH Boston and MGM Films before joining WTMJ-TV.

► *Journey Through Music Land*, sponsored by the Junior League of New Orleans, on WWL that city, Friday, 2:45 p.m., completed its second year on the air late in June.

► Yesterday (July 2) *Quiz Kids*, Sunday, 3:30 EST, began its 11th radio year on NBC.

► WCSC Charleston, S. C. has celebrated 20 years of broadcasting. Beginning in 1930 with 500 w on 1390, WCSC now has 10 times that power, besides an FM affiliate. Station used the slogan "1390 since 1930" to promote its anniversary.

► Dr. J. S. Nathaniel Tross, conductor of a Sunday morning show on WBT Charlotte, N. C., was given a 1950 Studebaker on the occasion of his 10th anniversary with the station.

► Twenty-one years in radio have been celebrated by Charley Stookey, farm editor for KXOK St. Louis. He entered broadcasting at WLS Chicago and went to St. Louis in 1932.

► For 20 years service on radio desk at *Pittsburgh Press*, Si Steinhauser was guest of honor at Pittsburgh Radio & Television Club reception held at William Penn Hotel on June 9. He was presented with membership in Radio Pioneers Club in recognition of his years of service to radio industry.

► Two full-page color ads and a birthday party program over TV highlighted WKY-TV Oklahoma City's first anniversary on June 6. Ads published in local papers pointed out that one year after the station's official opening more than 30,000 TV sets have been sold in the area. Names of 150 local and national firms who have advertised over WKY-TV in past year were also listed in ad.

► Mid-June marked the 22d anniversary of George T. Case, program director of WNAO-AM-FM Raleigh, N. C., in the radio industry.

► John Campion, transmitter operator at WDRC Hartford, Conn., observed his eighth anniversary with the station during June.

► Ronald Dawson, actor-director, observed his 23d anniversary in radio during the first week in June.

► CKOY Ottawa marked its first year under operation of new call letters (formerly CKCO), on June 1, and sent out more than 200 birthday cakes to sponsors and prominent Ottawa citizens, including the mayor of Ottawa.

## Cite 'Telephone Hour'

FOR the seventh consecutive year *The Telephone Hour*, on NBC, Monday, sponsored by the Bell System, has won first place in *Musical America's* annual national radio poll, in the category, "orchestra with featured artists." N. W. Ayer & Son, New York, handles the program.

## On All Accounts

*(Continued from page 10)*

athletic equipment firm, working with his father as a jobber for plumbing, heating and building materials, and a year in sales with the Minnesota Mining & Mfg. Co., working out of the Chicago area.

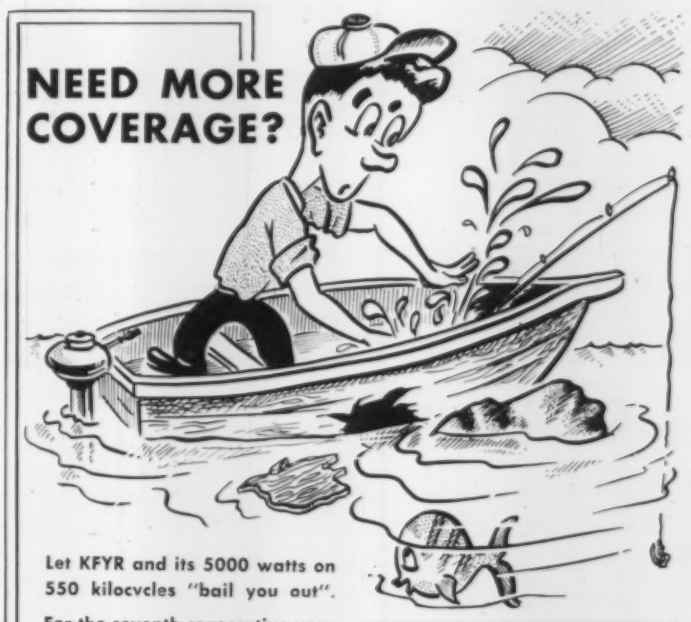
His summer vacation in 1936 proved to be a minor turning point in his life. For during that time he made his first trip to California visiting his parents in Pasadena, where they had moved in the interim. Upon his return to Chicago he was greeted with 105 degree temperature. Two weeks later he had given up his job and was packed for California. The following year he joined NBC.

**Ad Club Director**

Bud is a member of the board of directors of the Hollywood Advertising Club, a member of the Los Angeles Chamber of Commerce Television Committee, and a 32d degree Mason, and on June 17 was made a Shriner.

The Spencers—she is the former Ruth Van Cleave whom he married in 1945—make their home in San Gabriel, Calif. Star boarders are Susan Briley, 28 months, and recent arrival William Jeffrey, three months.

In his spare time Bud is a gardener, with emphasis on flowers. He confesses, however, that the hired gardener does most of the work and he (Bud) gets most of the credit.


Let KFYR and its 5000 watts on 550 kilocycles "bail you out".

For the seventh consecutive year North Dakota produced more than one billion dollars in agricultural wealth. Tap this reservoir of buying power through KFYR and its quarter century of listener loyalty. Ask any John Blair man for the facts.

KFYR
550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, N. DAK.

## Comments on 'Fusion'

*(Continued from page 17)*

component groups. Care must be exercised to make certain that the congress does not deteriorate into just another special interest organization catering to the needs of a select few.

Let us make this a truly democratic organization — one that really represents the "people of radio."

*Fortune Pope*
*President*
*WHOM New York*

* * *

EDITOR, BROADCASTING:

You may recall that when the Structure Committee of NAB was first named and started functioning, my plan embraced a top NAB organization to do the overall trade job of freedom of radio, etc., with sub-associations, each with their own board of directors; each having as membership, broadcasters of identical interests and doing their own specialized work, with a part of the dues allocated for the top association whose board would be selected from the boards of the sub-associations. I still think such a plan holds the answer.

Your editorial goes further in bringing in the radio manufacturers. How that would work is hard to say because while it and NAB are radio and television, their thinking is so radically different . . .

Your editorial . . . points the way to avenues of thinking which might be highly fruitful.

*Campbell Arnoux*
*President*
*WTAR-AM-FM-TV*
*Norfolk, Va.*

* * *

EDITOR, BROADCASTING:

I read the editorial with a great deal of interest.

*W. R. G. Baker*
*Vice President*
*General Electric*
*Syracuse, N. Y.*
*Member Board of Directors*
*Radio-Television*
*Mfrs. Assn.*

* * *

EDITOR, BROADCASTING:

Your editorial is quite a document, and I certainly think the plan is a very good one. But like everything else, will the plan work in actual practice? Certainly there would be more divergent interests involved in this plan than there are different interests in the NAB, and certainly the NAB is having its problems.

The problem is a very major one, and I hope something can be done about it and that it can be made to work and perform an overall job for all of us whose livelihood and interests touch upon broadcasting.

In any event . . . here's wishing you every possible success.

*John Blair*
*John Blair & Co.*
*Chicago*

EDITOR, BROADCASTING:

The "Fusion Now" editorial is extremely timely. It is debatable whether station operators and manufacturers could best protect their interests in a single trade organization since they rarely are confronted with common problems.

But certainly all phases of the industry—radio, television, manufacturing, telecommunications—sorely need a strong top-level council on a permanent basis with authority to act vigorously in matters of broad general interest.

*Tom A. Brooks*
*V. P. & Gen. Mgr.*
*Hearst Radio Inc.*
*New York*

* * *

EDITOR BROADCASTING:

The need for the type of organization suggested in your editorial cannot be questioned although it will be a tremendous task to bring together in one group all the diverse interests which must be represented. Possibly the increasing pressure from without will force the creation of such a group for the best interest of all.

However, we can take encouragement from the experience of the publishing business many years ago when such heterogeneous interests as the newspapers, magazines, agricultural papers, advertisers, agencies, etc., found a common ground to create such a trustworthy organization as the Audit Bureau of Circulations. You have my full endorsement for the suggestion in your editorial.

*George M. Burbach*
*General Manager*
St. Louis Post-Dispatch
*Stations (KSD, KSD-TV)*

* * *

EDITOR, BROADCASTING:

Nearly everyone will heartily agree with the major objective expressed in your editorial . . . that all branches and segments of the industry should unite in fostering FREEDOM OF RADIO—THE AMERICAN WAY.

I further think that we all realize that danger to the American way of broadcasting does not lie in a frontal attack. Rather, it lies in the whittling away of the foundations of our freedom by the indirection of misguided administration, or the enactment of misguided and ill-conceived legislation.

But whether the attack be indirect or direct, the responsibility to comprehend the danger, and to take steps to repel it, lies in the membership of the industry, its various branches, their trade and professional associations, and last but not least in the trade publications of the industry. . . .

If more can be done through a consolidated effort, so to speak, under a single leadership, I am for it.

*John F. Clagett, Esq.*
*Clagett & Schilz Law Offices*
*Washington*

EDITOR, BROADCASTING:

Your editorial . . . stand is very well taken. The files of the NAB contain an outline which I wrote several years ago suggesting this very thing.

I don't see much hope for such a plan if it is left to the initiative of the NAB board, irrespective of the amount of pressure you or any other trade paper may promote. I have an idea that if you really go out on a campaign to put the idea across you could succeed. It wouldn't be an easy job and I am sure that one of the things you would have to do would be to invite a representative group from the various factions involved to sit down and talk the whole thing over.

I just do not believe that any group individually will do it. Those now serving as officers and directors are jealous of their prestige and, naturally, the staffs of the various organizations will oppose the idea for fear that they will be out of a job (which some of them ought to be).

*Walter J. Damm*
*V. P. & Gen. Mgr. of Radio*
The Milwaukee Journal
*(WTMJ WTMJ-TV)*
*Former President (1930-31)*
*NAB*

* * *

EDITOR, BROADCASTING:

I think you have an idea there that certainly merits serious consideration by all groups concerned. It has lots of angles that will need thorough investigation, of course. But I agree with you that the industry as a whole should be vitally concerned with getting something done for radio in general rather than doing so much scrapping among ourselves.

It would have to be very carefully worked out because broadcasting certainly couldn't let itself get into the position of being run by the manufacturers. . . .

*Harold Essex*
*Vice President*
*WSJS Winston-Salem, N. C.*
*Member Board of Directors*
*NAB*

* * *

EDITOR, BROADCASTING:

"Whoops!" is right! You really did it with your "Radio-TV Fusion Now" editorial. My only negative reaction is that you may possibly have waved the flag a little bit in the first half of the piece. On the other hand, perhaps I don't get the connection between fusion and government ownership.

Is there an organized action in the planning stage at this time? I sincerely hope there is.

*Michael R. Hanna*
*General Manager*
*WHCU Ithaca, N. Y.*

* * *

EDITOR, BROADCASTING:

It is a splendid editorial, and the idea expressed is one which I would personally wholeheartedly support, and I know it will gain

The stars of today and tomorrow are

Yours for more Sales

... with the *new era* in

"Claude Thornhill presents Win a Holiday"

Thesaurus

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

strong favor in the industry. More power to you and your associates in crusading for this worthwhile cause.

*Frank M. Headley*
*H-R Representatives Inc.*
*New York*

* * *

EDITOR, BROADCASTING:

I read with a lot of interest your editorial. . . .

Your idea of an organization made up of broadcasters, manufacturers, etc., with a top personality heading it up might be the answer.

I believe that the average broadcaster believes that the District NAB meetings are useful and I'm inclined to agree with this thought. I believe that the large meetings which we've been holding here in Chicago are of little value, except as a place for pop to bring mama and have a vacation.

In the past two years I think all broadcasters have sobered up a little bit and are trying to make an honest dollar, and a lot of them are having a hell of a time doing it.

*George P. Hollingbery*
*George P. Hollingbery Co.*
*Chicago*

* * *

EDITOR, BROADCASTING:

I have read your editorial and there is no question but what your idea is correct because after all, the most important thing is the relationship of the entire industry to government. Of course you do not expect any results—that is immediate results, but the foundation or principle is there and you can lay it on and say I TOLD YOU SO.

Everyone in this game is so interested in their own particular problems that they find it difficult to sacrifice the time or money to attempt to do anything about the one problem which will in the long run, be the final decision. I guess they figure their kids can worry about that. It's nice to know, however, that there is someone like yourself who will take time out to try and think these things through and present them in such a sane and sensible manner.

As long as we continue to ostrich the situation we can continue to expect to have "burned butts."

*Harold Hough*
*Director*
*WBAP-AM-FM-TV*
*Fort Worth, Tex.*

* * *

EDITOR, BROADCASTING:

If it means what I think it means I don't like, but it's too confused for me to be sure.

*Gene Katz*
*The Katz Agency*
*New York*

* * *

EDITOR, BROADCASTING:

BROADCASTING's editorial proposal today for an over-all umbrella Congress to house and serve all elements in the electronic field is the most immediately practical as well as the most forward-looking that has come out of the confused babel of voices in recent months.

It will do for the electronic arts what unification has done for the Armed Forces wherein the healthy rivalship of the Army, Navy and Air Forces has been maintained intact, coordinated for the nation's overall defense in the Dept. of Defense. Each, individually, seems to be doing pretty good; but the resources of *all* are available for the attack, should it come.

Your excellent formula comes out of a knowledge of where we have been, where we are now, and where we are headed. Congratulations!

*Ed Kirby,*
*Public Relations Consultant*
*Former NAB Public Relations Dir.*

* * *

EDITOR, BROADCASTING:

Your editorial is downright inspiring. I have always said we need an association broad enough to include all the industry.

*Paul H. Raymer*
*Paul H. Raymer Co. Inc.*
*New York*

* * *

EDITOR, BROADCASTING:

. . . on your very interesting editorial in this week's BROADCASTING—the advance proofs reached us last Friday while President Sprague was in town and before Bond (Geddes) had gone on his vacation. After some discussion we all agreed that it would be inadvisable for any of us to make any official comment on the proposal in view of the delicacy of our own reorganization plans and procedure.

*James D. Secrest*
*Secretary and General Manager*
*Radio-Television Mfrs. Assn.*

* * *

EDITOR, BROADCASTING:

Your editorial . . . is certainly food for thought. But it is sure a long range proposal.

*Ben Strouse*
*General Manager*
*WWDC Washington*
*FM Member NAB Board*

* * *

EDITOR, BROADCASTING:

Thanks for your note and the galley proof of your fine editorial. I think you have something. Good luck!

*J. J. Weed*
*Weed & Co.*
*New York*

* * *

EDITOR, BROADCASTING:

Your editorial is too long. This is partly due to your continued reference to dissension within associations; and in the case of the NAB I disagree with you as to discord, windmills and confusion. You may have said so accurately if you had used past tense.

If. fusion of the three branches, AM, TV and RMA is so essential, the positive reasons should be clearly expressed, and I failed to read anything except the negative in your article.

You mention government ownership as if it were a Juggernaut now bearing down on us. If it is, then this broadcaster is not aware of it. That is one negative reason. The other is the "discord in the association caused by size, scope and interest." The adding of discord upon discord upon discord is totally repugnant to the American business man. I say, let's get these three houses in order before attempting fusion.

*H. Wheelahan*
*Manager*
*WSMB New Orleans*
*Member Board of Directors*
*NAB*

## HILL RECORDING

### Group Named To Study Bill

CONFEREES were named by Congress last Monday to resolve disagreement over differences in the Senate and House versions of a bill designed to set operational procedure for the Joint Recording Facility on Capitol Hill [BROADCASTING, June 26].

The measure (H J Res 332) was referred to a group composed of Sens. William Benton (D-Conn.), Karl Mundt (R-S. D.) and Guy Gillette (D-Iowa) and Reps. Mary T. Norton (D-N. J.), Thomas Stanley (D-Va.) and C. W. Bishop (R-Ill.). Rep. Norton is chairman of the House Administration Committee.

Differences in the two bills concern Administrator Robert Coar's jurisdiction over arrangements "for time for radio broadcasts" of recordings involving Congressional members; transfer of supervision from the House Clerk and Senate Secretary to a joint congressional committee; and minor modifications relating to the public address system.

The bill, which drew protests of NAB and radio correspondents alike, passed the Senate early last month and the House last August.

**GEN. CLIFTON B. CATES (l), commandant of the Marine Corps, presents a citation to MBS for its efforts on behalf of Marine Corps recruiting through two network shows featuring the Marine Corps Band and a dance band remote broadcast from Washington's Statler Hotel. Presentation is received by Hollis M. Seavey, coordinator of news and special events for MBS.**


WOC **FIRST in the QUAD CITIES**

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

**WOC-AM** 5,000 W. 1420 Kc. • **WOC-FM** 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

**WOC-TV** Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 11,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

**Basic NBC Affiliate**
**Col. B. J. Palmer, President**
**Ernest Sanders, General Manager**

**DAVENPORT, IOWA**
**FREE & PETERS, Inc.**
**Exclusive National Representatives**

## Mass Selling

*(Continued from page 15)*

next year with another NBC coast-to-coast *Contented Hour*, emanating from Chicago. The first program was discontinued after the contract expiration, when it was superseded by the eastern originating show.

Since it began the use of radio, in addition to continuing the *Contented Hour*, currently on CBS, the firm has been a participating sponsor of Arthur Godfrey (quarter-hour 1939 to 1942) from Washington, D. C., and a variety show, *Carnation Bouquet*, both sponsorships which were discontinued because of the war; various local foreign language programs; and the newest program, half-hour *Carnation Family Party* which started in September 1949 on the Columbia Pacific Network and July 1 of this year extended to a CBS limited coast-to-coast network.

### Proof of Power

Introducing in conclusion five charts that classified and showed relation of various media used to one another, Mr. Willis pointed out that no other media attained the dominance in total advertising expenditure that radio subsequently did. Another chart showed almost uninterrupted rise in advertising output from 1911 to 1949. A case sales chart indicated the highest rate of sales when the radio budget was dominant.

Sharpest rate of sales increase, he pointed out, was achieved in the past eight years when there was a more balanced media pattern, with radio ahead by a good margin (1949 radio figure 61%, next highest media expenditure 35%).

At the same session, the sales boost radio gave Donald Duck Orange Juice, first introduced in the San Francisco Bay area market in April 1949 was reported by Alvin Langfield of Frozen Food Distributors Inc., Oakland. He stated that the use of spot radio on different stations in the San Francisco Bay area gave the idea that the product was being advertised everywhere. A combination use of this and other media brought sales of the 13th month to 12 times that in its first month, Mr. Langfield said, with the product enjoying 57% of the total concentrated orange juice sales in the area, according to an independent January survey.

### Airway's Spots

A sell out in Pan American Airways tourist service from New York to San Juan, P. R., was the result of radio spots on New York stations, according to H. W. Peterson of Pan American Airways, San Francisco, another speaker at the case history session. Subsequent surveys also have proved, he added, that as a result of the campaign PAA placed first with those interested in visiting the island.

Television also has a success story for the airways, he pointed out. As a result of a current campaign of 32 spots weekly on five New York TV stations, advertising a special $156 package deal involving round-trip air travel, hotels, meals and sightseeing, there are approximately 45 inquiries per day.

Klaus Landsberg, vice president of Paramount Television Productions and general manager, KTLA (TV) Los Angeles, told the AAW meeting that television will build up other sports events while being barred from several of the major ones at the present. Mr. Landsberg was one of seven television executives representing each of Los Angeles' TV stations at the question and answer panel entitled "What, Where, When and How" at the Tuesday session.

Other speakers included Charles Glett, vice president in charge of Don Lee television; Richard A. Moore, assistant general manager and director of television operations, ABC Western Division; Haan J. Tyler, manager, KFI-TV; Don Fedderson, general manager, KLAC-AM-FM-TV; Thomas McFadden, general manager, KNBH (TV); Harrison Dunham, general manager KTTV (TV). Martha Gaston Bigelow, account executive, KFOX Long Beach, was moderator.

Confident that television helps rather than hinders gate receipts in any sports event, Mr. Landsberg stated that the medium would be tremendous promotion for so far unheard of sports and new ones that originate from day to day.

### Jordan Survey Cited

Mr. Glett supported Mr. Landsberg's confidence in sports telecasting with survey figures obtained from Jerry Jordan who conducted a two-year national research for N. W. Ayer & Son on the question. The survey showed that among TV set owners of three months or less, 24% attended at least one game; for four to 11 months, 41% attended; one to two years, 45%. Survey further revealed that among small colleges where sports telecasting was not banned, 58% showed increased attendance at the box office.

On the same question Mr. Fedderson felt that any sport not telecast would eventually suffer from that lack.

### Outlook Good

Optimism also was expressed by Mr. Landsberg on the subject of when TV stations would "get out of the red." He said, "television is a profitable medium," and it shouldn't be long before most stations get over the hump. KTLA, he revealed, has been in that happy state of solvency for many months.

Speaking on comparison between daytime radio and television, Mr. Fedderson noted that with daytime TV increasing at an average rate of 1½ to 4% each month (according to several surveys) in the area, it would take over daytime radio within a few months. Surveys revealed, he stated, that it had increased from 2 to 20% in the last six months.

Mr. Tyler suggested that listening was still a matter of choice; that radio was still the preference in some programs such as news.

Television coverage will be given in small towns and rural areas when there is ultra-high frequency and more channels allocated by FCC, was opinion of Mr. Dunham. Such areas, he felt, might find it more economical to use film rather than live programs locally.

Discussing Hollywood's position in the television picture, Mr. Moore stated that with the talent, production and to a great extent writing talent centered there, it is "inevitable" that it become the major TV center within a short while. Technical difficulties have hampered that situation until now, he said.

## No More Curls

WHEN Phil Hirsch, manager of WREL Lexington, Va., answered the studio telephone one night about two weeks ago, a woman's voice said a lost child—a girl—was at her home and would Mr. Hirsch broadcast a report. Mr. Hirsch said he would, but before doing so he suddenly remembered that his boy Bobby answered the missing child's description. Bobby, with long curls, frequently was mistaken for a girl. Checking his home, Mr. Hirsch found his son was missing and was the lost "girl." Bobby got his hair cut the next day.

## LOW POWER FM

### FCC Calls for Oral Argument

FCC last week called for oral argument on a proposal by Southern Baptists asking FCC to amend its rules to make tax-exempt nonprofit organizations expressly eligible as licensees of a separate category of 10-w noncommercial FM stations, similar to the class of low-power noncommercial FM educational outlets.

Principal issues for the argument were designed as determination of (1) whether a "substantial demand" for such a category has been shown; (2) "whether the necessary qualifications have been shown to justify the grant of the sub-allocation preference sought"; (3) whether public interest would be served by a grant of the request.

The action was on a long-pending petition initiated by the Radio Commission of the Southern Baptist Convention and the Executive Board of the Baptist General Convention of Texas. The petition said several hundred small churches had indicated interest in establishing 10-w FM stations if FCC's rules were changed to permit it.

Date for the oral argument has not been set. Any interested party may participate if notice is filed by July 31.

PROFESSIONAL comedy writers seeking collaboration are invited to join special session of Gagwriters Institute to devote itself to developing "winter replacement" show ideas for both TV and radio at National Laugh Foundation, Times Square office, 62 W. 46th St., N. Y.


**SRDS "Consumer Markets"**
gives the facts and figures you need for market analysis

The Advertising Manager for one of the country's important advertisers says, "We use 'CONSUMER MARKETS' in estimating dollar quotas by territories. **It presents the stark, factual information, rather than an analysis which might have been interpreted to serve some particular interest other than ours.** The advertising or merchandising man, who, by the way, is supposed to know some things himself, can make his own analysis from 'CONSUMER MARKETS.'" And the Service-Ads of many media (like **The Columbus Dispatch** Service-Ad shown here) supplement the wealth of state, county, and city data with much additional information of value to market and media people.

**Rely on CONSUMER MARKETS, a Section of SRDS, for authentic, complete, comprehensive market facts and figures.**

Consumer Markets
A Section of Standard Rate & Data Service
Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Ill.
New York • Los Angeles

## NAB District Meets

*(Continued from page 19)*

mittee on BAB is Robert D. Swezey, WDSU-TV New Orleans.

Some talk has been heard of a special board meeting, perhaps in August prior to the district meetings. This talk appeared to have subsided last week, but it might be revived if the BAB committee feels a meeting is necessary. Some advocates of BAB separation contend the job should be done prior to the district meetings. They claim such a splitup would give NAB a good sales argument in the drive to bring in new members. Others contend the splitup would cripple the membership drive.

Each NAB district director is to decide whether he will have TV and FM clinics during his meeting. Headquarters officers believe interest in TV will run high in view of the large attendance at the television meeting in Chicago during the April convention. Charles A. Batson, who has just left BAB to become NAB TV director succeeding G. Emerson Markham, resigned, will attend district meetings when TV clinics are requested.

### No Decision on FM

Decision has not been reached on direction of FM clinics, but either an FM broadcaster or Edward L. Sellers, FM director, will conduct the clinics.

Lee Hart, on leave as assistant director of BAB, is returning to the BAB New York office, serving with Mr. Mitchell and Meg Zahrt, also an assistant director. Mr. Mitchell, who has full freedom in personnel selection, is to fill at least one vacancy, that of Robert M. McGredy, who resigned to join WCAU Philadelphia.

NAB headquarters last week was making progress on selection of the three basic committees that will replace the present technical committees. The new groups will deal with AM, FM and TV operations. The number of committeemen is reduced to 21 and each committee will cover all phases of NAB operation with special attention to the medium it represents.

Scheduling of the district meetings was about complete at the weekend. Not yet settled was a proposal of two western districts, 15 and 16, to hold a joint meeting Aug. 21-22 at Monterey, Calif.

Proposals to redistrict the membership into a smaller number of areas will not affect the 1950 meeting schedule.

A feature of all meetings will be wide-open sessions at which members will have a chance to offer ideas and emit squawks. The NAB management is anxious to see that the whole matter of industry trade association functioning is given a thorough going-over.

The district meeting schedule, as tentatively drafted, follows:

| District | Dates | Place | Hotel |
|---|---|---|---|
| 17 | Aug. 14-15 | Seattle | Benjamin Franklin |
| 15 | " 21-22 | Monterey, Calif. | San Carlos |
| 16 | " 24-25 | Place to be selected | |
| 13 | Sept. 7- 8 | San Antonio | Plaza |
| 14 | " 11-12 | Glenwood Springs, Col. | Colorado |
| 8 | " 14-15 | Indianapolis | Lincoln |
| 7 | " 18-19 | Cincinnati | Terrace Plaza |
| 9 | " 21-22 | Three Lakes Wis. | Northernaire |
| 11 | " 25-26 | St. Paul | Not definite |
| 10 | " 28-29 | St. Louis | Chase |
| 12 | Oct. 2- 3 | Tulsa | Tulsa |
| 3 | " 6- 7 | Bedford, Pa. | Bedford Springs |
| 1 | " 9-10 | Boston | Somerset |
| 6 | " 26-27 | New Orleans | Roosevelt |
| 5 | " 30-31 | Atlanta | Ansley |
| 4 | Nov. 2- 3 | Williamsburg, Va. | |
| 2 | " 9-10 | *Syracuse, N. Y. | |

* Date not definite

## FM REVIVING

### Bonfig Tells Chicago Meet

PREDICTION that consumer demand for FM sets "will provide a steady market for manufacturers" was made by H. C. Bonfig, vice president of Zenith Radio Corp., at the semi-annual Furniture Convention which closed in Chicago last week [BROADCASTING June 26]. Mr. Bonfig, asserting that "long-suffering FM has at last come into its own," pointed out that the medium is reviving "despite the pessimistic stories that followed closing of a few FM stations earlier this year."

On the subject of television, he termed it "by all odds the fastest-growing industry in American history, eclipsing anything we have ever known." In reference to receiver production over the past few years, he said the 1950 prospect "is probably even more devastating" and estimated production of six million TV sets this year.

Regarding price structures, Mr. Bonfig doesn't foresee much change "except for reduction in certain strategic models." He explained that although new methods and efficiency in manufacturing are cutting down unit costs, higher component prices and wages make operating costs rise.

# AAW AWARDS

KOMO Seattle was awarded the Vancouver Advertising & Sales Bureau cup at the Advertising Assn. of the West convention last week (see story page 15). Award was presented for the best western radio commercials and was won by KOMO's *Scandia Barn Dance*.

The program is sponsored on a participating basis by six Northwest food accounts including Northwest Blueberry Growers Assn., Old Yankee Blueberries, Krusteaze pie crust mix, Williams potato chips, Meadowbrook butter and Red Arrow soda crackers.

*Scandia Barn Dance* also won the AAW award for the best program in cities over 100,000.

Awards presented in other categories included: Announcements in cities over 100,000 won by McCann-Erickson Inc., for Portland Gas & Coke Co. one-minute spots on KBKO Portland; in cities under 100,000 KEEN San Jose, Calif. for Twin-Kiss Ice Cream spots.

No award was offered this year for the best program in cities under 100,000.

Following honorable mentions were presented:

KNX Los Angeles for Bank of America *Top of House Party;* KOA Denver for Western Spring Service Co. *Highway Transport;* Barton A. Stebbins Adv., Los Angeles, for Signal Oil *The Whistler* on CBS; Lee Ringer Adv., Los Angeles, for Coast Federal Savings & Loan Assn. musical jingles on several Los Angeles stations; House & Leland Adv., Portland, for Ann Palmer Bakeries spots; CKWX Vancouver, B. C., for Safeway Stores *Family Circle* magazine campaign; Abbott Kimball Co. of California, Los Angeles over Regal Pale Beer spots in Southern Calif., Foote, Cone & Belding for Canterbury Tea Sports in Canada; KDSH Boise and KGEM Boise, Ida.

## KOMO Seattle Takes Two Firsts

## upcoming

Aug. 10-13: AFRA convention, Sheraton Hotel, Chicago.

Aug. 30-Sept. 2: Western Assn. of Broadcasters, and directors meeting of Canadian Assn. of Broadcasters, Jasper Park Lodge, Jasper, Alta.

Sept. 23-30: National Television & Electronics Exposition, 69th Regiment Armory, New York.

Sept. 25-27: 41st Annual Meeting Assn. of National Advertisers, Drake Hotel, Chicago.

Sept. 28-29: National Retail Dry Goods Assn. Radio-TV Workshop, Hotel Statler, New York.

Oct. 6-7: Ohio State U.'s annual advertising and sales promotion conference, Columbus.

Oct. 22-24: 10th District convention of Advertising Federation of America, Amarillo, Tex.

Oct. 23-24: North Carolina Assn. of Broadcasters, Mid-Pines Club, Southern Pines, N. C.

Nov. 16-18: National Assn. of Radio News Directors convention, Hotel Sherman, Chicago.


ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by ROBERT MEEKER ASSOCIATES



ABC WGAD AFFILIATE

GADSDEN, ALABAMA

NOW

5000

(1000 NIGHT)

WATTS OVER

NORTHEAST ALABAMA

*For Economical Coverage*

*it's*

WGAD

# FCC SETS ASIDE

## Two Proposed Grants

TWO INITIAL decisions were set aside by FCC last week and the cases remanded to the respective hearing examiners for further proceeding.

The Commission reopened the case involving bids of Mid-Island Radio Inc. and Patchogue Broadcasting Co., each for 250 w daytime on 1580 kc at Patchogue, N. Y., and similarly the case involving bids of Kansas City Broadcasting Co., Kansas City, and Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo., each seeking 5 kw daytime on 1380 kc.

Hearing Examiner Hugh B. Hutchison had recommended grant of the Mid-Island application and denial of the Patchogue Broadcasting request [BROADCASTING, March 27] while Examiner J. D. Bond had recommended denial of both the Kansas City and Independence bids [BROADCASTING, Dec. 12, 1949; Jan. 2].

FCC directed that Patchogue Broadcasting should be afforded an opportunity to establish of record the qualifications of M. Leonard Savage, part owner, as requested in a petition by the applicant. Lack of such qualification was basis for the examiner's denial of the bid, FCC said. The Commission also directed that further details should be obtained of the qualifications of Julia Schlackman, Manasche E. Michaels, Abraham Michaels and Frances T. Michaels, together 80% owners of Mid-Island.

The Commission indicated there were no "dispositive conclusions" in denying without prejudice the Reorganized Church application simply because of FCC's pending overall policy proceeding regarding religious groups and low-power FM outlets (see story page 48). FCC said there were also "other material omissions" in the findings with respect to the Reorganized Church's legal qualifications which could have been disposed of in the case.

The Commission took no issue with the examiner's finding that the principals in Kansas City Broadcasting lacked sufficient business ability to be a station licensee.

Material omissions, FCC said, relate to questions such as whether or not the Reorganized Church is a person or entity within the meaning of the Communications Act and is legally qualified to be a licensee. FCC noted "there is an absence of articles of association or other organic acts identifying the unincorporated membership association, showing how the affairs of the organization are conducted, and vesting authority and specified duties and responsibilities in governing boards and various offices."

FCC also indicated other questions relate to citizenship of the church members and the fact that one of the members of the church's governing board is an alien.

**SALES staff of WCBS New York, key station of CBS, goes bucolic to point up the fact it has signed new contracts with The Borden Co. for participations on WCBS Jack Sterling program. L to r: (rear) Thomas Hawley, John Callow, (front) Kent Paterson and Chet Young. Borden's famous Elsie peers in at the right.**

# TAX REVISION

## Truman Bill Receives House Approval

PRESIDENT Truman's 1950 revenue bill, encompassing widespread increases in corporate taxes and closing loopholes for profitable "side" enterprises of certain organizations, including radio stations, last Thursday won approval by the House, and was sent to the Senate.

Earlier, the House Ways & Means Committee issued its report on the single-package revenue measure, which drew some sharp distinctions governing "unrelated activities" of educational, religious and charitable institutions, on which Congress proposes to levy taxes.

### Exemptions Specified

The committee specified that exemptions for religious organizations apply only to churches but not organizations under their auspices. The same holds true for charitable and educational groups organized under church auspices. Labor, agricultural, research and other organizations also are taxable.

Thus, radio stations owned and operated by religious educational colleges and universities, competing commercially in the broadcast field, were presumed to fall in the taxable category calling for a 38% levy.

Among those stations licensed to religious and/or educational institutions are WWL New Orleans (Loyola U.), KGA Spokane (Gonzaga U.), WEW St. Louis (St. Louis U.), KWBU Corpus Christi (Baylor U.), WGST Atlanta (Georgia Institute of Technology) and WHCU Ithaca, N. Y. (Cornell U.).

The labor field is represented by WCFL Chicago, owned and operated by the Chicago Federation of Labor.

On the other hand, groups like Farm Bureau Mutual Automotive Insurance Co., which owns Peoples Broadcasting Corp., licensee of WRFD Worthington, Ohio, and WOL Washington, presumably may be exempt on corporate income derived from its radio enterprises.

The committee lumped mutual-type insurance companies, farm co-operatives and "corporations which are subsidiaries of farm cooperatives" in the non-taxable group, subject only to levies on dividends. Co-ops which own stations in some cities, would be subject to a 10% tax on their dividends.

### Non-Commercials Not Affected

Non-commercial stations, many of them operated by universities and colleges, are not affected.

The committee, in its report issued by Chairman Robert Doughton (D-N. C.), explained that the problem is primarily that of "unfair competition," and pointed out that tax-free status enables many groups "to expand operations, while their competitors can expand only with the profits remaining after taxes." There have been some examples, the report said, where organizations have used tax exemption to buy "an ordinary business with no investment on their part."

As passed by the House, a tax on unrelated activities is expected to yield about $100 million annually, including certain restrictions and limitations on charitable trusts; revision of the corporate tax structure, as much as $433,000 a year; and tax on co-op dividends and other operations, $170,000,000 annually. These sums, along with other revenue sources, would more than compensate for the loss from excise tax reductions of manufacturers, set at $195 million.

WCCO Minneapolis-St. Paul received 1949 Public Interest Award for outstanding public service in accident prevention at meeting of Greater Minneapolis Safety Council June 15. Presentation made during Cedric Adams' *Noontime News* broadcast from luncheon held at Minneapolis' Radisson Hotel.

# 'VOICE' PROGRAM FOR U.S.

## Proposal Is Up to Networks, Says Barrett

PROPOSAL that a Voice of America program be aired domestically in the United States has "considerable merit" but initiative and responsibility would lie with commercial radio networks, Edward W. Barrett, Assistant Secretary of State for public affairs, has informed a member of Congress.

Secretary Barrett's comments were in reply to a suggestion by Rep. Edith Nourse Rogers (R-Mass.) that a domestic Voice series be launched under supervision of the State Dept.'s International Broadcasting Division.

State Dept.'s role in such a project "would be limited to one of cooperation only," Mr. Barrett said, pointing out that there are legislative restrictions on the use of funds for the Voice.

He added, however, that any network interested in presenting a "documentary program" could obtain from the department official reports on U. S. views expressed in international broadcasts, or transcripts of foreign views on the U. S. which are available from the Foreign Broadcast Information Service.

"You will be interested to learn that the American Broadcasting Co. already has communicated with the department's International Broadcasting Division with a view to producing a program on the Voice of America," Secretary Barrett told Rep. Rogers. He felt there is a "strong likelihood" the proposal would develop into a program "on some domestic network."

EFFECTIVE June 17 KNEW Spokane, Mutual-Don Lee affiliate, began operations on new frequency of 790 kc with 5000 w, day and night. Station is owned by Coeur d'Alene Broadcasting. C. E. Rodell is general manager.

MANUFACTURERS of TV sets and accessories have been invited to take part in the 24th annual Automotive Accessories Mfrs. of America Exposition to be held at Grand Central Palace, Philadelphia, Feb. 5-8, 1951.


WDRC

CONNECTICUT'S PIONEER BROADCASTER

CONNECT IN CONNECTICUT

Morning, afternoon, evening . . . WDRC is your best buy in Hartford! See facts, figures and Hoopers in new Market Study. Write Wm. Malo, Commercial Mgr., WDRC, 750 Main Street, Hartford, Connecticut.

CBS

COVERING WISCONSIN'S LARGEST RADIO VOLUME

WTTN

114 Local Accounts
26 Regional and National Accts.
2781 Pieces of Mail for May '50

News — Accent on LOCAL
Music — Sports — Special Events

WTTN WATERTOWN, WISCONSIN

JULY 3, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

Dubious About Distribution Costs?
Dollars
get more
dialers
on Du Mont!
Because Du Mont—first in TV, only in TV—
covers 99% of America's telesets at time
and talent prices that are downright
parsimonious.* Spots or programs, we have
the proof they more than pay their way in
direct sales. Put your money where
your market is. Get on Du Mont.
*Very thrifty
59 Stations
TELEVISION DUMONT NETWORK
The Nation's Window on the World
Copyright 1950
A Division of the Allen B. Du Mont Laboratories, Inc.
515 Madison Avenue, New York 22, N. Y. • Phone: MUrray Hill 8-2600

In San Francisco Bay Area Television...

# KRON-TV's PROGRAM PARADE HOLDS AUDIENCES ALERT FOR SPOTS

**EVERY WEEK**
... all these top-notch local and NBC network shows on KRON-TV... presented with the selling impact of *"Clear Sweep"* Television:

- 6 shows especially for children
- 3 with audience participation
- 4 that present fashions
- 6 featuring interviews
- 9 dramatic presentations
- 5 with music and songs
- 2 shows about sports
- 5 variety shows
- 10 miscellaneous
- News, telenews, regularly

(*Note:* Some of the programs referred to above are grouped under more than one subject classification.)

**The San Francisco television station that does most to help your "spots" produce is ----------**

**KRON TV**
SAN FRANCISCO CHRONICLE • NBC AFFILIATE
SELL MORE ON CHANNEL 4

Represented nationally by FREE & PETERS, INC. ... New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Streets, San Francisco

*A Service of Broadcasting Newsweekly*

National Press Bldg. Washington 4, D. C. | JULY 3, 1950 | BROADCASTING, Telecasting $7 annually, 25c weekly

TELECASTING

# COLOR FINDINGS AIRED

## FCC Hopes for Decision by Sept.

DISPUTANTS in FCC's nine-month-old color television battle rounded up their arguments and laid them before the Commission last week in the form of the "findings of fact and conclusions" they would like to see in FCC's final decision.

The Commission is slated to begin active work toward its decision on July 11—the day after the deadline for the parties to file their replies to the proposals and arguments advanced last week. FCC authorities hope the case will be decided by September.

Proposed findings were submitted by five participants—RCA, CBS, and Color Television Inc., each of which is advocating adoption of its own system, and by Paramount Television Productions and Chromatic Television Labs jointly. Allen B. DuMont Labs submitted a letter and a digest of its own testimony in the hearing, reiterating its view that no system is yet ready for standardization.

While CBS, RCA, and CTI were urging the merits of their respective color techniques, Paramount and Chromatic, its subsidiary, which took no major part in the hearings, recommended that color standards be delayed for a year to await promising developments. But if color is to be ordered now, they came out for adoption of modified CBS-type standards, use of UHF for color only, and a requirement that VHF stations simulcast their programs in color in the UHF.

The CTI, RCA, and CBS presentations were recapitulations of the arguments they advanced throughout the hearing.

### RCA's Proposals

The RCA proposals reiterated the recommendation of Brig. Gen. David Sarnoff, board chairman, that the basic requirements for a color system be (1) a 6-mc bandwidth; (2) picture quality and definition at least equal to present black-and-white, and (3) compatibility.

The brief asked FCC to rule, as Gen. Sarnoff maintained, that RCA's dot-sequential technique is "the only color system which meets all of these three basic requirements" and that "it is in the public interest that standards on the basis of the RCA color television system be adopted immediately."

"The most important single factor in this hearing, from the standpoint of insuring an early development of color television," RCA asserted, "is compatibility."

Compatibility, the brief argued, is the factor that "makes it economically practical for the broadcaster and the sponsor to broadcast —in color—their choice programs —in choice time—as soon as standards for a compatible system are approved."

The brief asserted that there will be no major transition problems if a compatible system is adopted and that there would be no need for FCC to prescribe minimum hours for color broadcasting, "although RCA and NBC have no objection to a reasonable compulsory minimum."

Aside from the compatibility question, RCA asserted its system is "capable of the highest color fidelity"; can attain picture brightness nine times as great as that of CBS before threshold flicker is reached; has no color break-up or fringing and is not limited as to picture size; is "for all practical purposes" free of flicker; is not limited by requirements for registry; is at least equal to black-and-white in resolution, and can be used in networking via either coaxial cable or radio relay.

### CBS System Hit

RCA claimed the CBS system presents only 55% of the horizontal resolution provided by black-and-white and gives 23% less vertical resolution than black-and-white; is limited to the use of picture tubes no larger than 12 inches, because of the disc employed; is plagued by color breakup, fringing, and flicker. RCA said:

**The RCA picture is superior to that of the CBS system in that the CBS picture has less definition, and is subject to flicker, color fringing and color breakup. The overall quality of the RCA picture is superior to that of the CTI picture in that the CTI picture has less definition, suffers from line crawl and jitter, and from coarse line structure.**

RCA said its color receivers "can be manufactured and sold for prices competitive with any other color receiver that has been demonstrated or proposed," and that, since CBS and CTI both anticipated use of the RCA tricolor tube, "the cost of receiving equipment thus becomes a standoff for all three systems, with a possible

*(Continued on Telecasting p. 14)*

# NETWORK CLIENTS

## Smokers Class Tops April

SMOKING MATERIALS, composed of cigarettes, pipe tobaccos and lighters, made up the largest class of TV network advertisers in April, according to data compiled by Publishers Information Bureau on advertising on the ABC, CBS and NBC TV networks. DuMont figures are not available. This smokers advertising class accounted for video network time purchases of $424,038, at gross rates, in April, on the three networks.

Automotive advertising in April ranked second among TV network product groups, Foods were third, Radios and TV sets fourth and Household Equipment fifth. Rank order was the same for the January-April period except that Toilet Goods advertising, which ranked sixth in April, was in fifth place for the four-month period, with Household Equipment ranking sixth. Table I shows the gross time purchases for each advertising class on the three TV networks reporting both for April and for the four months.

Ford Motor Co. was the top TV network client for April, followed by R. J. Reynolds Tobacco Co., Liggett & Myers Tobacco Co., National Dairy Products Corp. and American Tobacco Co., in that order, the ranking again based on the three video networks whose gross billings were available.

In view of the leadership of Smoking Materials in TV network advertising for the month, it is noteworthy that three of the top five advertisers for April are tobacco companies. Table II lists the top 10 advertisers.

Gross time sales of the three TV networks in April totaled $2,397,788, more than three times as much as the gross of all four video networks for the same month of last year [TELECASTING, May 22]. The same ratio held for the four-month period of 1950, for which the combined gross TV time sales of ABC, CBS and NBC totaled $8,202,268.

* * *

**TABLE I**

**GROSS TV NETWORK BILLINGS* BY PRODUCT GROUPS FOR APRIL AND JAN.-APRIL, 1950**

| Product Group | April 1950 | Jan.-April 1950 |
|---|---|---|
| Apparel, Footwear & Access. | $ 99,606 | $ 208,670 |
| Automotive, Automotive Supplies & Equip. | 379,119 | 1,299,818 |
| Beer, Wine & Liquor | 115,910 | 473,999 |
| Confectionery & Soft Drinks | 97,725 | 202,491 |
| Consumer Services | 16,060 | 59,235 |
| Drugs & Remedies | 17,820 | 72,810 |
| Food & Food Products | 333,350 | 1,106,453 |
| Gasoline, Oil & Other Fuels | 95,780 | 340,675 |
| Horticulture | 520 | 520 |
| Household Equip. | 177,205 | 570,470 |
| Household Furnishings | 157,840 | 564,412 |
| Jewelry, Optical Goods & Cameras | | 2,696 |
| Publishing & Media | 18,840 | 77,065 |
| Radios, TV Sets, Phonographs, Musical Instruments & Access. | 241,957 | 883,915 |
| Retail Stores & Direct Mail | | 1,631 |
| Smoking Materials | 424,038 | 1,485,608 |
| Soaps, Cleansers & Polishes | 31,820 | 105,485 |
| Toiletries & Toilet Goods | 173,509 | 683,925 |
| Miscellaneous | 17,689 | 62,390 |
| | $2,397,788 | $8,202,268 |

* ABC, CBS and NBC TV Networks. DuMont figures not available.

**TABLE II**

**10 LEADING TV NETWORK ADVERTISERS IN APRIL***

| | Gross Time Charges |
|---|---|
| Ford Motor Co. | $155,615 |
| R. J. Reynolds | 119,405 |
| Liggett & Myers | 95,205 |
| National Dairy Products | 91,260 |
| American Tobacco Co. | 86,695 |
| RCA | 83,400 |
| General Foods | 77,775 |
| Philco | 75,975 |
| General Electric | 67,450 |
| General Motors | 65,382 |

* On ABC, CBS and NBC; DuMont not reporting.



XUM

# VIDEOTOWN CENSUS — TV Population Doubles

TELEVISION population of Videotown, a secret and typical American city, will double in 1950 though set purchases have reached the leveling-off stage, according to the third annual "census" of this mythical community within 40 miles of New York City.

The continuing study was started in April 1948 by Newell-Emmett, now Cunningham & Walsh, New York agency [BROADCASTING, July 4, 1949].

Future increases in TV sales will depend more and more heavily on buying by the lower income groups, according to John P. Cunningham, executive vice president of the agency. He added:

"A definite warning to agencies, telecasters and the entire TV industry becomes visible in the decreasing buying rate among upper income groups, noticeable since 1948, and in the steadily increasing resistance to television among the non-owners who stated that they would not be in the market for TV sets. These warning signals emphasize our responsibility for the production of constantly better programs."

Facts for the conclusions were obtained by interviewing all of the 3,007 Videotown families owning TV sets, plus a broad sampling of non-TV families. Gerald Tasker, agency research director, and William Bunn, research manager, took a staff of 16 trained researchers into the city, spending a month. Videotown is described as economically independent with about 40,000 population, well within the range of good TV reception from major New York stations.

By the end of 1950, 40% to 42% of all Videotown families will have TV sets, according to Mr. Tasker, though the growth is substantially less than the 150% increase in 1949 and 500% in 1948.

Consumers show a preference for larger screen sizes and brand competition is becoming keener with 52 brands on the market compared to 30 a year ago. Two leading brands account for 30% of purchases, nine fight for 50% of sales, and 41 brands divide the remaining 20%.

Actual number of sets sold in 1950 will reach a new high, the survey shows.

### Have Fewer Guests

Fewer than 20% of TV families entertain guests on weekday nights, and only half of these watch their sets while guests are present. TV families attend fewer movies and go out less in the evening, according to the survey. Most consistent viewers are children and teen-agers.

Actual TV ownership in the test city has risen from 208 in April 1948 to 1,241 last year and 3,007 (27.4% of families) in April 1950. Sales increase this year over 1949 is estimated at 50%, based on expressed intentions, compared to an estimated 80% based on first-quarter sales and a seasonal trend similar to 1949.

Viewers in Videotown are becoming more selective in their personal choice of programs, it is stated. The evening audience changes, with 78% of young children and teen-agers watching programs on an average night whereas 52% of grown sons and daughters and 30% of parents in TV families do not watch programs.

Though there is some leveling off in viewing by individual members of the family, the average Videotown set is in use about four hours during the evening and individual viewers in TV families spend about three hours before the set. The TV guest problem is disappearing.

The survey shows 16% of members of TV families are away from home at night, compared to 25% of non-TV families. About 7% of non-owners are away from home viewing TV elsewhere. Movie attendance is less among TV families at a ratio of about 1 to 3. About 2% of adult males in both TV and non-TV households are attending some sports event in the evening.

Replacement market is expected to take up some of the slack in set buying.

**THIS mobile camera, mounted on a specially built platform aboard a light delivery truck, represents part of the setup with which WBAL-TV Baltimore covered the June 24 Friendship International Airport dedication ceremonies. Realizing TV equipment limitations in covering a demonstration of this type, Chief Engineer Bill Bareham added the mobile camera after utilizing two fixed camera positions on specially erected stands. By this arrangement, WBAL-TV's director was able to keep up with the form of movement on the ground, President Truman's arrival by plane, the motorcade from plane to reviewing stand and all other forms of ceremony action within a 1,200-ft. area. Chief Engineer Bareham used 1,200 ft. of camera cable, 1,200 ft. of mike cable, six men to handle the cable and a 20-inch studio lens. Charlie Railley, master control engineer, is shown at the camera.**

# SET SALES — *Shipments by County in April Listed by RTMA*

ACTUAL sales of TV receivers by the entire manufacturing industry totaled 369,000 units in April, according to the first of a series of monthly reports issued by Radio-Television Mfrs. Assn. Factory production of TV sets by RTMA members, about 80% of industry total, amounted to 420,026 sets for the month, sales normally lagging behind production.

TV receiver shipments for the first four months of 1950 totaled 1,925,000 units, according to RTMA.

RTMA's sales figures show estimated shipments to dealers, by counties, in 37 states and the District of Columbia. First quarter shipments were issued in June by the RTMA Industry Statistics Committee [TELECASTING, June 5].

The April and January-April four month shipments to states and counties follow:

| State and County | Sets April | Shipped Jan.-April |
|---|---|---|
| **ALABAMA** | | |
| Jefferson | 558 | 2,848 |
| **ARIZONA** | | |
| Maricopa | 141 | 1,305 |
| **CALIFORNIA** | | |
| Alameda | 1,876 | 10,095 |
| Contra Costa | 185 | 1,879 |
| Los Angeles | 15,996 | 99,677 |
| Orange | 699 | 7,595 |
| Sacramento | 86 | 464 |
| San Bernardino | 651 | 4,939 |
| San Diego | 2,475 | 10,557 |
| San Francisco | 1,677 | 10,241 |
| San Joaquin | 219 | 830 |
| San Mateo | 427 | 2,522 |
| Santa Clara | 471 | 3,671 |
| Solano | 202 | 937 |
| **CONNECTICUT** | | |
| Fairfield | 2,269 | 9,699 |
| Hartford | 2,075 | 7,622 |
| New Haven | 2,930 | 12,224 |
| New London | 219 | 744 |
| **DELAWARE** | | |
| New Castle | 1,208 | 6,201 |
| **DISTRICT OF COLUMBIA** | 5,151 | 33,864 |
| **FLORIDA** | | |
| Dade | 701 | 5,303 |
| Duval | 214 | 1,356 |
| Hillsborough | 24 | 281 |
| Pinellas | 3 | 7 |
| **GEORGIA** | | |
| DeKalb | 338 | 2,062 |
| Fulton | 3,741 | 14,286 |
| **ILLINOIS** | | |
| Cook | 26,739 | 136,133 |
| Fulton | 3 | 172 |
| Knox | 15 | 131 |
| Madison | 570 | 2,591 |
| McLean | 11 | 194 |
| Peoria | 16 | 883 |
| Rock Island | 201 | 1,066 |
| St. Clair | 741 | 2,857 |
| Tazewell | 3 | 81 |
| **INDIANA** | | |
| Delaware | 66 | 634 |
| Lake | 1,072 | 8,768 |
| Madison | 202 | 1,184 |
| Marion | 2,444 | 8,622 |
| **IOWA** | | |
| Clinton | 13 | 144 |
| Polk | 70 | 2,672 |
| Pottawattamie | 65 | 687 |
| Scott | 142 | 466 |
| **KANSAS** | | |
| Wyandotte | 204 | 1,255 |
| **KENTUCKY** | | |
| Campbell | 330 | 2,399 |
| Jefferson | 1,488 | 7,842 |
| Kenton | 644 | 3,747 |
| **LOUISIANA** | | |
| Orleans | 1,837 | 10,477 |
| **MARYLAND** | | |
| Baltimore City | 4,981 | 33,779 |
| Baltimore County | 278 | 16,466 |
| Montgomery | 601 | 2,953 |
| Prince Georges | 105 | 896 |
| **MASSACHUSETTS** | | |
| Berkshire | 401 | 1,728 |
| Bristol | 1,347 | 8,812 |
| Essex | 2,883 | 14,755 |
| Hampden | 293 | 894 |
| Middlesex | 4,149 | 22,374 |
| Norfolk | 1,229 | 7,624 |
| Plymouth | 395 | 3,069 |
| Suffolk | 8,990 | 44,112 |
| Worcester | 1,570 | 7,674 |
| **MICHIGAN** | | |
| Calhoun | 269 | 1,197 |
| Genesee | 521 | 1,513 |
| Ingham | 419 | 2,803 |
| Jackson | 169 | 1,323 |
| Kalamazoo | 359 | 2,537 |
| Kent | 1,107 | 4,954 |
| Macomb | 660 | 2,570 |
| Muskegon | 167 | 937 |
| Oakland | 1,994 | 6,926 |
| Saginaw | 100 | 381 |
| Washtenaw | 251 | 1,813 |
| Wayne | 21,446 | 70,459 |
| **MINNESOTA** | | |
| Hennepin | 2,554 | 14,591 |
| Ramsey | 1,507 | 7,730 |
| **MISSOURI** | | |
| Buchanan | 19 | 259 |
| Jackson | 4,255 | 17,549 |
| Madison | 5 | 401 |
| St. Louis | 6,761 | 31,846 |
| **NEBRASKA** | | |
| Douglas | 502 | 3,698 |
| Lancaster | 129 | 377 |
| **NEW JERSEY** | | |
| Atlantic | 497 | 3,079 |
| Bergen | 1,619 | 10,301 |
| Camden | 950 | 6,868 |
| Essex | 5,622 | 30,122 |
| Hudson | 3,006 | 18,118 |
| Mercer | 1,353 | 6,131 |
| Middlesex | 989 | 6,279 |
| Monmouth | 1,120 | 4,921 |
| Morris | 486 | 2,853 |
| Passaic | 1,483 | 9,513 |
| Union | 1,734 | 10,434 |
| **NEW MEXICO** | | |
| Bernalillo | 165 | 886 |
| **NEW YORK** | | |
| Albany | 1,288 | 7,429 |
| Bronx | 2,653 | 12,931 |
| Broome | 277 | 2,041 |
| Chautauqua | 207 | 1,543 |
| Erie | 5,923 | 27,067 |
| Kings | 15,811 | 74,581 |
| Monroe | 3,463 | 19,454 |
| Nassau | 2,727 | 13,160 |
| New York | 18,166 | 75,092 |
| Niagara | 562 | 3,777 |
| Onondaga | 2,869 | 12,946 |
| Oneida | 1,651 | 5,982 |
| Orange | 331 | 2,306 |
| Queens | 6,363 | 29,133 |
| Rensselaer | 1,419 | 6,767 |
| Richmond | 637 | 4,169 |
| Schenectady | 783 | 4,180 |
| Westchester | 2,147 | 12,118 |
| **NORTH CAROLINA** | | |
| Alamance | 36 | 338 |
| Cabarrus | 71 | 375 |
| Durham | 8 | 33 |
| Forsyth | 39 | 368 |
| Gaston | 47 | 455 |
| Guilford | 149 | 815 |
| Mecklenburg | 228 | 999 |
| Rowan | 23 | 188 |

*(Continued on Telecasting p. 15)*

# WHBF-TV BEGINS

## *Program Schedule On Limited Scale*

REGULAR schedule of telecasts—first downstate Illinois TV programming outside of Chicago—began Saturday (July 1) as WHBF-TV Rock Island took the air on Channel 4 (66-72 mc).

Leslie C. Johnson, WHBF-AM-FM-TV general manager and vice president of Rock Island Broadcasting Co., licensee, announced that WHBF-TV will operate on a Wednesday-through-Sunday schedule, remaining silent the first two days of the week. It will operate entirely with film and kinescopes, "probably through the summer," he added.

"We have made plans to buy the best films available for the program schedule during the summer," Mr. Johnson said. "These months, until we are able to carry live network programs in the fall, will be used to perfect a smooth-running, efficient operation on film." Station is affiliated with ABC, CBS and DuMont television networks.

WHBF-TV started regular telecasting at 6:30 p. m. Saturday without formal opening because of construction work in offices on the third floor of the Telco Bldg., which will later house the complete organization. Upon completion it will have studios, announcers' booths, AM and FM control rooms as well as TV transmitter and control rooms already installed.

Second floor will house business and sales offices, music library and news room. A penthouse on the roof contains air-conditioning equipment. The Bond Drug Co. occupies the first floor.

Station's TV equipment comprises two cameras and two projectors of the latest type. Present schedule calls for 8:30 p. m. sign-off Wednesday, Friday and Sunday; 9 p. m. Thursday, and 9:30 p. m. Saturday. Among the programs scheduled are *Crusade in Europe*, *Stop the Music*, *Famous Jury Trials* and *The Lone Ranger*.

WHBF-TV's 482-ft. tower adjoins the Telco Bldg. on the east, situated at 18th St. and 3rd Ave. Station launched test patterns June 2 without attendant publicity, though it reported receiving a flood of mail, wires and phone calls after the tests.

Good reception was reported from over 84 cities within a 115-mile radius of Rock Island—from locations in Illinois, Iowa, Missouri, Minnesota, Wisconsin and North Carolina. Four quad-city daily newspapers ran special editions Saturday spotlighting the advent of TV in Rock Island.

Officers of Rock Island Broadcasting Co. and WHBF-TV, in addition to Mr. Johnson, are: Ben Potter, president; Marguerite Potter, vice president; Charles Harrison, production manager; Forrest Cooke, program director; Maurice Corken, general sales manager; Robert J. Sinnett, chief engineer.

**ON HAND for the "magic" station identification that flashes the beginning of regular television programming at WHBF-TV Rock Island (see separate story) are key officials, gathered in the station's transmitter supervisory control room. L to r: Charles H. Harrison, production manager; Leslie C. Johnson, general manager, WHBF-AM-FM-TV and vice president of Rock Island Broadcasting Co., licensee; Robert J. Sinnett (seated), chief engineer; Forrest Cooke, program director; Maurice Corken, general sales manager.**

# HALPERN NAMED

## Is Re-elected ATS President

DAVID HALE HALPERN, radio and TV director of Owen & Chappell, New York, has been re-elected president of the American Television Society for a second consecutive year, it was announced last week.

Also elected were Warren Caro, Theatre Guild, vice president; Barbara Jones, Grey Advertising Agency, secretary; Arch U. Braunfeld, CPA, treasurer. Directors named for 1950-51 are: Paul Alley, William J. Gans Co.; Halsey Barrett, DuMont; Albert Deane, Paramount International; John Fox, Special Purpose Films; Don McClure, N. W. Ayer & Son; Richard B. Rawls, ABC; Henry White, CBS.

# NBC'S UHF TESTS

## Open House at Bridgeport

By BRUCE ROBERTSON

ABOUT the first of the year NBC began rebroadcasting the programs of WNBT (TV) New York over an experimental UHF video station, KC2XAK, located on a hilltop about three miles out of Bridgeport, Conn.

Last Wednesday, KC2XAK celebrated six months of operation, amounting to some 2,000 hours of actual broadcasts, by holding open house for a delegation of about 50 Washington radio attorneys and consulting engineers. Raymond F. Guy, manager of radio and allocations engineering for NBC, headed the party, which also included a score of RCA broadcast equipment engineers and salesmen.

### Facilities Outlined

Signals beamed from the Empire State Bldg. in New York to KC2XAK are broadcast on the 529-535 MC band with a 1 kw UHF transmitter built around a standard RCA commercial VHF TV transmitter. A 40-foot omni-directional horizontally polarized antenna with a power gain of 17.3, giving an effective output of about 14 kw, is mounted on a 200-foot tower atop the 200-foot hill, sending out its signals at about 450 feet above sea level (and above Bridgeport).

The UHF pictures are received on 88 converted TV sets installed by RCA Service Co. technicians in homes throughout the area. A truck-station wagon "UHF caravan" with a 46-foot ladder type receiving antenna mast travels the highways making field intensity tests of the UHF transmissions.

Purpose of the Bridgeport tests, which will continue at least through the remainder of this year, is to continue the collection of data begun in early tests in New York and Washington about propagation characteristics of the UHF frequencies. A second objective is to test the operation of RCA's UHF transmitting and receiving equipment, which the company expects to have ready as soon as possible after the FCC has made its allocations and set standards for video broadcasting in the UHF region.

The visiting group spent a morning hour crowded into the neat, efficient looking transmitter house, where a map showing the quality of reception at various receiver points was the center of attraction, or outside gathered around the UHF caravan and gazing up at the transmitter asking a myriad of more or less technical questions. It then adjourned to Bridgeport for a lecture-and-lunch session. An afternoon visit to a country club, where four receivers permitted a comparison of the UHF broadcast of a WNBT test pattern with VHF broadcasts from New York, completed the day's agenda.

Information and impressions amassed by this reporter during the day included:

### Quality Satisfactory

Quality of the UHF signal seemed satisfactory and about as good as the VHF pickups.

The effective range of UHF is something less than 20 miles and the UHF signals are affected by shadows to a much greater degree than VHF transmissions, with sets located behind a hill or other large obstructions unable to receive a usable signal.

Mr. Guy pointed out that UHF coverage has to be considered somewhat differently from VHF, for where VHF may provide adequate service to 95 percent of the locations within its overall service area, the UHF figure may be 75 percent or less, with terrain characteristics a very important factor. Seasonal changes must also be considered in UHF, he added, noting that foliage in summer may interfere with reception at a location which got satisfactory service when the trees were bare.

Howard Leslie of RCA Service Co. in Bridgeport, which handled the installations, said that a fan antenna is usually effective within a five-mile radius of the UHF transmitter and a stacked vee antenna works well in most locations and has the added advantage of being inexpensive and easy to install. Rhombic antennas have proved effective in cutting out reflections, he said, adding that parabola and helical antennas had been tried out and were effective although bulky and expensive.

### Antenna Problem

If the receiving point is located in the station's radiated field the antenna location is not critical, Mr. Leslie said, noting that the nearer the home is to the lower fringe of the radiated field the more critical the antenna location becomes, sometimes changing when the antenna is moved a few feet, or even a few inches. If the set-owner is dependent on a reflected signal, he's in a tough spot for UHF reception. Indoor antennas will work at homes within five miles of the transmitter, he said, but outside antennas work better.

RCA already has three or four contracts for UHF package transmitter installations similar to that at Bridgeport, provided the FCC approves the applications of the buyers, Buck Lewis of the RCA Victor sales division said. Price is now $135,000 for the complete package, including everything but the building and tower, he said, noting that this is an appreciable

*(Continued on Telecasting p. 11)*

# COAST-TO-COAST RELAY

FIRST details of the $20 million radio relay circuit to be built by Jan. 1, 1952, making coast-to-coast TV program service available by that date [BROADCASTING, June 26], are published below, released to TELECASTING at its request by AT&T.

Approval of the construction of 55 relay stations between Omaha and San Francisco, plus expanded facilities between Omaha and Chicago, given June 23 by the FCC, will provide two TV channels, one for program transmission from East to West, the other for West-to-East programming in addition to two channels for telephone use.

**Describes System**

Bell System's description of its construction plans for these new facilities follows:

"The radio relay route from Omaha westward will pass through Denver and Salt Lake City en-route to San Francisco. Station height will reflect variables in local topography ranging from the salt flats of Utah to mountain peaks nearly two miles high.

"Generally speaking, if a station can be perched atop a high mountain peak, the necessary line-of-sight between antennas can be obtained by means of a one-story concrete structure. Where the terrain is flat, or where intervening obstructions must be cleared, a taller structure must be built. Stations across Nebraska and Utah will be built of open-steel framework varying in height up to 200 feet. Through Nevada to San Francisco, the antennas will be placed on one-story concrete structures perched on mountain ridges.

"From Denver the relay route swings in a northwesterly direction, sweeping across the southern part of Wyoming in a wide arc and entering Utah north of Salt Lake City. The microwave beams will shoot over the southern tip of Great Salt Lake across the Great Salt Lake Desert and enter Nevada at Wendover. After crossing the Nevada-California border at the Donner Pass a few miles southwest of Reno, the radio beams will cross California by way of Sacramento.

"Telephone buildings in Omaha, Denver, Sacramento and San Francisco will serve as relay stations along the route. Highest point on the route is Mt. Rose, Nevada, a 10,000-foot peak in the Sierra Nevadas about three miles from the California border.

"West of Omaha the route parallels the Platte River to Denver. This route was picked because high bluffs along the river valley provided elevations which would permit long relay hops. The route generally follows existing telephone cable lines through the Rockies, the Sierra-Nevadas and the California coastal ranges. The highest ranges are avoided to permit accessibility for both construction and servicing. It is for this reason that the route avoids the rugged country directly west of Denver and turns with the cable lines toward the Northwest.

"Besides keeping the sites accessible, an attempt is also made to locate them as near as practicable to power lines. Power line construction in varying amounts will, however, be required at a number of points, but present indications are that in a few instances construction of power lines will not be economical and power will have to be generated at the radio relay station . . ."

# AT&T Details WOIC SALE

## FCC Approval Asked

PURCHASE of WOIC (TV) Washington by the *Washington Post*-controlled WTOP Inc. for $1,400,000 [TELECASTING, June 26] was reported to FCC last week for approval. The acquisition is from General Teleradio, subsidiary of R. H. Macy & Co. and operator of WOR-AM-FM-TV New York.

Upon Commission approval of the transfer, WOIC probably will become WTOP-TV and will be operated in conjunction with WTOP-AM-FM under the management of Vice President John S. Hayes, general manager of the AM and FM properties. WTOP Inc. is owned 55% by the *Post* and 45% by CBS, but the *Post* exercises complete control with Publisher Philip L. Graham acting as voting trustee for the network.

**Contract Signers**

The sales contract was signed by Mr. Graham, president of WTOP Inc., and Theodore C. Streibert, General Teleradio president.

FCC was told that General Teleradio "has determined to take this step principally to enable it to concentrate its energies in the development and growth of its New York television station, WOR-TV," and "is encouraged in the move by the knowledge that [WTOP Inc.] is eminently qualified to continue the operation of WOIC in the public interest."

Reports filed with the application showed WTOP Inc. had net income (before federal taxes) of $343,598 for the period from Feb. 15 to Dec. 31, 1949, and $171,068 from Jan. 1 to June 3, 1950, CBS' consolidated net income (after taxes) was listed as $5,041,682 for 1948 and $4,184,079 for 1949.

**Started in '49**

WOIC, on Channel 9 (186-192 mc), commenced operation in January 1949. It is affiliated with CBS-TV and is under the local management of Eugene S. Thomas, former WOR sales manager.

The sales contract provides that closing date shall be within 15 days after FCC approval, if the approval comes by Sept. 29; otherwise it will be within 10 days after the end of the then current monthly accounting period of General Teleradio. Either party may cancel if FCC fails to act by Dec. 31, 1951.

Approval of the sale would bring to successful conclusion long efforts of WTOP Inc. to secure a television outlet. Prior to FCC's institution of the current TV freeze the company petitioned for allocation of Channel 12 to Washington and had intended, if successful, to apply for that channel.

The WOIC (TV) sales application was filed Wednesday by the Washington law firm of Loucks, Zias, Young & Jansky, counsel for WTOP Inc.

# INTERCONNECTION

## Broadcasters Still Favor

BROADCASTERS last week reaffirmed their earlier views that interconnection of the intercity TV relay facilities of Western Union and American Telephone and Telegraph Co. would be desirable if factors such as cost, quality or coverage remained in their favor.

Appearing for further cross examination Thursday at the conclusion of FCC's hearing to determine the Western Union-AT&T interconnection issue were Adrian Murphy, CBS vice president and general executive; Ernest Lee Jahncke Jr., ABC vice president in charge of stations, and Rodney K. Chipp, engineering director of the DuMont TV network.

William S. Hedges, NBC vice president in charge of integrated services, was to appear Friday morning before FCC Hearing Examiner Elizabeth C. Smith. J. R. Poppele, vice president in charge of engineering for WOR-AM-TV New York and WOIC (TV) Washington, who had testified with the group earlier [TELECASTING, May 8], was not recalled as had been expected [BROADCASTING, June 26].

**Murphy Outlines CBS Stand**

Mr. Murphy indicated CBS "normally" would prefer to deal with only one common carrier, other things being equal. He would favor interconnection, however, if technical quality of the service were not impaired, costs to the broadcaster did not increase or the long-range development of common carrier facilities were not retarded.

Upon questioning, Mr. Murphy indicated if costs were equal CBS would prefer the AT&T system of a channel in each direction to WU's single reversible channel. If WU were cheaper, he said "operating inflexibility" would have to be weighed against the "savings" involved in making a choice.

Mr. Jahncke related that generally speaking ABC's needs are presently being met by AT&T facilities in those areas where WU has proposed to install relays. The same is true, he said, for the New York-Philadelphia link where WU already has facilities installed. The witness said there would be no reason for ABC to change unless there was "something to gain" or if WU offered a "better" service. Such consideration involves many factors, he explained.

Asked how he felt about interconnection if it meant increased rates, Mr. Jahncke said that "obvious disadvantage" would have to be balanced against "other possible advantages." More program origination points was one advantage cited.

Mr. Chipp similarly stated AT&T facilities generally speaking served all of DuMont's present needs, except for New Haven, Conn.; Lansing and Grand Rapids, Mich., and Bloomington, Ind. Needs of others were not considered. Asked which common carrier DuMont would prefer if all factors were equal—an assumption which he doubted in practice—Mr. Chipp said the "obvious answer" is DuMont would not change from AT&T.

Questioned what DuMont's view of interconnection would be if it meant Bell's TV relay program was retarded, Mr. Chipp observed the "other system" may not be retarded. He indicated if WU served places AT&T didn't this would influence any decision. Mr. Chipp cited costs, quality and coverage as the three chief factors in choosing facilities.

# THEATRE OWNERS

## Set To Incorporate TV Group

THE NATIONAL Exhibitors Theatre Television Committee moved a step nearer incorporation last week at a meeting in New York called by S. H. Fabian of the Fabian Theatres, and Leonard H. Goldenson, president of United Paramount Theatres.

Frank C. Walker of the Comerford Theatres was elected organizing chairman, and Mr. Fabian, treasurer. Plans were made for incorporating the organization in Washington, D. C., within 10 days.

All exhibitors interested in the future of theatre television will be invited to join, according to Mr. Walker, who foresees civic and military as well as recreational uses for theatre television.

# DuMont Adds WKZO-TV

DUMONT Television Network has added WKZO-TV Kalamazoo, Mich., to its station lineup, bringing to 60 the number of current DuMont affiliated stations. WKZO-TV also is a CBS affiliate. The TV outlet is owned by the Fetzer Broadcasting Co. and its AM station, WKZO, is a CBS affiliate.

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now available
for sponsorship,
turn to back page
of this issue.

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| *Super Circus* L (E-M) | *Super Circus* L (E-M) | Kellogg Co. Singing Lady L (E-M) | *Cartoon Teletales* L (E-M) | *Think Fast* L (E-M) (Starts 7/9) | *Carolyn Gilbert Show* L (M) | *Dr. Fixum* L (M) | *In The Morgan Manner* F (E-M) (Starts 7/9) | |
| *World Briefing* | | | *Billy Boone & Cousin Kib* | *For Women Only* (Start 7/23) | *By Popular Demand* | | Lincoln-Mer... Toast of the T... | |
| | | | | Co-op Starlit Time L (E-M) (NI) | | | *Chicagoland Players* L (E-M) | |
| *Meet the Press* L | | | | Local Sponsors (Co-op) Leave It To The Girls L | *Watch the World* L | | *Sammy Kaye's, So You Want to Lead a Band* | |

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| | | | | | | | | |
| | | *Snarky* | *Lucky Pup* | *Carry Moore Show* | Oldsmobile CBS-TV News | Popsicle J. Lowe, Parade of Stars (NBC 7-17) | *Starlight Theatre* | |
| | | Co-op Small Fry Club L/F (E-M) | Co-op Magic Cottage L (E-M) | *Captain Video* L/F (E-M) | Co-op Vincent Lopez L (E) | Co-op Hazel Scott Show L | | |
| | *Cowboy Theatre* (Film) | Kellogg Co. H' Doody L (E-M) | Mars Inc. Howdy Doody L (E-M) | *Ransom Sherman Show* L (E-M) | *Wendy Barrie Show* L | Reynolds News F (E-M) | *Cameo Theater* L | |

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| | | | | | | | | |
| | | *Snarky* | *Lucky Pup* L (E-M) | *Carry Moore Show* | CBS-TV News | *Three's Company* | *Sure As Fate* | |
| | | Co-op Small Fry Club L/F (E-M) | Co-op Magic Cottage L (E-M) | W. H. Johnson Candy Captain Video L/F (E-M) | | *J. Edwards, Her Songs & Her Piano* L | *Court of Current* (L) (E-M) | |
| | *Cowboy Theatre* | *Howdy Doody* L (E-M) | C-P-P Howdy Doody L (E-M) | *Ransom Sherman Show* L (E-M) | *Little Show John Conte* L | Reynolds News F (E-M) | *NBC Cinema Play* (Film) | |

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|---|---|---|---|---|---|---|---|---|
| *Mr. Magic* L (E) | | | | | | | *On Trial* L (E-M) | |
| | | *Snarky* | *Lucky Pup* | *Garry Moore Show* | Oldsmobile CBS-TV News | *Stork Club Show* | Liggett & Myers Tob... Godfrey and His Fr... L (E-M) K (... | |
| | | Co-op Small Fry Club L/F (E-M) | Co-op Magic Cottage L (E-M) | Skippy Peanut Butter Captain Video L/F (E-M) | | Co-op Hazel Scott Show L | | |
| | *Cowboy Theatre* | Mars Inc. H' Doody L (E-M) | Intnl. Shoe Howdy Doody L (E-M) | *Ransom Sherman Show* L (E-M) | *Wendy Barrie Show* L | Reynolds News F (E-M) | Snow Crop F. Emerson L | *Nature of Things* L |

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|---|---|---|---|---|---|---|---|---|
| *Mr. Magic* L (E) | | | | | General Mills Lone Ranger* F (E-M) | | Stop the Music Admiral & P. Lorillard L (E-M) | |
| | | *Snarky* | Bristol-Myers Ipana Lucky Pup | *Garry Moore Show* | CBS-TV News | *Three's Company* | *The Show Goes On* | |
| | | Co-op Small Fry Club L/F (E-M) | Co-op Magic Cottage L (E-M) | W. H. Johnson Candy Captain Video L/F (E-M) | *Vincent Lopez* L (E) | *J. Edwards, Her Songs & Her Piano* L | | |
| | *Cowboy Theatre* | Kellog Co. H' Doody L (E-M) | C-P-P Howdy Doody L (E-M) | *Ransom Sherman Show* L (E-M) | *Little Show John Conte* L | Reynolds News F (E-M) | Ballantine Ale & Beer Believe It or Not L | |

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|---|---|---|---|---|---|---|---|---|
| *Mr. Magic* L (E) | | | | | | | *My True Story* L (E-M) | |
| | | *Snarky* | Sundial Shoes Lucky Pup | *Garry Moore Show* | Oldsmobile CBS-TV News | *Stork Club Show* | *We Take Your Word* | |
| | | Co-op Small Fry Club L/F (E-M) | Co-op Magic Cottage L (E-M) | *Captain Video* L/F (E-M) | *Vincent Lopez* L (E-M) | Co-op Hazel Scott Show L | Co-op Hands of Destiny L (E-M) (NI) | |
| | *Cowboy Theatre* | Mars Inc. Howdy Doody L (E-M) | Wander Co. Howdy Doody L (E-M) | *Ransom Sherman Show* L (E-M) | *Wendy Barrie Show* L | Reynolds News F (E-M) | *Magic Slate* alternates w/Miles, Quiz Kids L | |

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|---|---|---|---|---|---|---|---|---|
| *Mr. Magic* L (E) | | | *Marshal of Gunsight Pass* F (E-M) | Peter Paul Buck Rogers L (E-M) (Ends 7/8) | *Hollywood Screen Test* L (E-M) | | *Paul Whiteman TV Teen Club* L (E-M) | |
| | | *Week In Review* | *Lucky Pup* | *The Big Top* | | | *Beat the Clock* | |
| | | | | | *Captain Video* L/F (E) | | *Dinner Date* L (E-M) | |
| | | | | *American Forum of the Air* L | TBA | | *Hawkins Falls, Pop. 6,200* L (E-M) | |

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| Rules (E-M) | *Mysteries of Chinatown* (F) (E-M) | *Public Service Film* F (E-M) | | | | |
| | Arnold Bakeries Faye Emerson | *Comedy Theatre* | *In The First Person* | | | *Week in Review* |
| | Co-op They Stand Accused L (E-M) | | | | | |
| Cune | Philco Television Playhouse L (E-M) | | | TBA | *Answer Yes or No* L | |
| | | | | | | |
| ance | Philip Morris Candid Camera | *Corliss Archer* | | Westinghouse Studio One | | Doubleday Program |
| op Theatre Show (E-M) | Co-op Wrestling (From Columbia Park, N. J.) L (E-M) (NI) | | | | | |
| Firestone Co. Firestone | Admiral Lights Out L | *Concerts from Lewisohn Stadium* L | | | Local Sponsors (Co-op) Who Said That L (E-M) | Anchor Hocking Open House |
| | | | | Tomorrow's Champions (to midnite) | | |
| Sure As Fate | *Winner Take All* (Start 7/11) | P. Lorillard The Web | | Co-op Wrestling | | |
| Current (E-M) | Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI) | | | | | |
| ema Plan (Film) | *Lights, Camera, Action* F | Armstrong Cork Co. Circle Theatre L (E-M) | | P. Lorillard Original Amateur Hour L | | TBA |
| Critics (E-M) | *A Couple of Joes*** L (E-M) | Co-op Wrestling L (E-M) | | | | |
| yers Tobacco nd His Fr M) K (N | Toni-Twin Time (Alternate Weeks) Stoppette ~~What's My Line~~ | TBA | | TBA | | |
| | Co-op Famous Jury Trials L (E) (NI) | Consolidated Cigar Corp. Plainclothesman L (E-M) (NI) | | Tidewater Assoc. Oil Broadway to Hollywood L (E-M) | | |
| Morey Amsha | Kraft Foods Co. TV Theatre L (E-M) | | | Bristol-Myers Break the Bank L | *Pinky Lee Show* F | Anchor Hocking Open House |
| he Music P. Lorill (E-M) | *ABC Showcase* | *The Ruggles* F (E-M) | | *Roller Derby* | Blatz Brewing Co Roller Derby | *Roller Derby* |
| Show es On | Esso Alan Young Show | H. H. Ayer Ilka Chase | | *Winner Take All* (Off 7/6) | | |
| | Morey Amsterdam Show (DuMont Telesets) L (E-M) (NI) | | | *Boxing from Dexter Park* | | |
| Plan L | Ford Dealers of America Jack Haley Musical Revue L | | | *Trotting Races* L | | Anchor Hocking Open House |
| | *Roller Derby* | | *Tin Pan Alley* L (E-M) | General Mills Lone Ranger (repeat) | | |
| tin's Wife | *Songs for Sale* | | | *People's Platform* | *Capitol Cloak Room* | |
| | | | | Co-op Amateur Boxing L (E-M) | | |
| What's My Line L | *Life Begins at 80* L | American Cig. & Cig. Big Story (alternates with Emerson Radio The Clock) | | Gillette Cavalcade of Sports F | *Trotting Races* L | Anchor Hocking Open House |
| PaWhitman TTeen Club (E-M) | *Marshall Plan In Action* F (E-M) | *Soap Box Theatre**** L (E-M) | | *Roller Derby* L (E-M) (To conclusion) | | |
| Clock | TBA | | | | | |
| Co-op Race Kara Inst Detective L (E-M) | Drug Store TV Prod. Cavalcade of Stars L (E-M) (NI) | | | Co-op Wrestling L (E-M) | | |
| Falls, 200 M) | *Trotting Races from Roosevelt Raceway* L | | | | | |

# WHAT ARE YOUR RADIO AND TV PLANS?

**THE PULSE, INC. IS HAPPY TO ANNOUNCE THAT THE ST. LOUIS TV AND RICHMOND RADIO REPORTS WILL BE AVAILABLE AT THE END OF JUNE.**

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adventures about the
perils and pleasures
of the Wild West.

XUM

## NBC's UHF Tests

(Continued from Telecasting p. 5)

drop from RCA's initial price of $170,000.

Technical refinements and volume production will permit further price reductions as UHF broadcasting gets into more general use, it was said, with one RCA representative estimating that eventually UHF equipment will be priced at 15 percent to 20 percent more than VHF.

No particular operating difficulties have been experienced at KC2XAK. One day engineer and one evening man, neither with previous UHF experience, have handled the transmitter without undue difficulty, it was said. The power bills have run around $220 a month and the tube bills slightly more than $600 a month, for 340 hours a month of air time, Mr. Guy reported. The tube expenses include a couple of accidents, he added, stating that without mishaps they should average less than $600 a month.

Asked whether as a result of tests to date he believed UHF could render a satisfactory service on a national scale, Mr. Guy answered: "UHF can provide service in flat areas better than in hilly areas." He added that analysis has just begun of the reports of the Bridgeport tests and that when this task is completed he may be able to give a better answer.

Comments from the Washington visitors indicated a consensus that the ability of UHF to provide satisfactory service has not been proved and that the Commission is confronted with a tough task in attempting to make UHF allocations without further information.

It was suggested that one solution might be to issue UHF commercial licenses in perhaps a dozen varied locations throughout the country for a time long enough to provide a thorough test of the public acceptance of UHF service.

One RCA engineer seemed to sum up the general feeling in an informal comment that UHF might be acceptable in areas in which there is no VHF service.

Those attending included:

**ENGINEERS**

Adler Ben, Adler Engineering Co., N. Y.; Bergquist, Paul, Glenn D. Gillett & Assoc., Washington; Burnetti, Leland J. Jr., Adler Engineering Co., N. Y.; Coffman, B. C. Paul Godley Co., N. J.; Cohen, Julius, George C. Davis, Washington; Creutz, John, Washington; Davis, George C. and Walter L., George C. Davis Co., Washington; Ellsworth, Wm. C., WRS Inc., Washington; Garrison, Millard M., Chambers & Garrison, Washington; Gautney, George E., Gautney & Ray, Washington; Godley, Paul F. and Paul F. Jr., Paul Godley Co., N. J.; Hagerty, George E., WRS Inc., Washington; Inglis, Andrew F., McIntosh & Inglis, Washington; Keel, Alfred E., Washington; Keel, John J., Washington; Keyworth, J. Gordon, Williamstown, Mass.; May, Russell P., Washington; McNary, James C., McNary & Wrathall, Washington; McNaughten, Neal, NAB, Washington; Merryman, Philip, WLIZ Bridgeport, Conn.; Moffett, John A., Wm. L. Foss Inc., Washington; Murray, Albert F., Washington; Pollack, Dale, Dale Pollack Lab., New London, Conn.; Rufo, John, Dale Pollack Lab., New London, Conn.; Ray, Garo W., Stratford, Conn.; Ray, Homer A., Jr., Gautney & Ray, Washington; Reed, Oscar W. B. Jr., Jansky & Bailey Washington; Silliman, Robert M., Silliman & Barclay, Washington; Smith, Carl E., United Broadcasting Co., Cleveland, Ohio; Strogoff, Alfred, Adler Engineering Co., N. Y.; Wright, Charles S., A. D. Ring Co., Washington.

**LAWYERS**

Dempsey, Wm. J., Dempsey & Koplovitz, Washington; Dowd, Thomas N., Pierson & Ball, Washington; Duvall, Charles F., Fisher, Wayland, Duvall & Southmayd, Washington; Egan R. Russell, Kirkland, Fleming, Green, Martin & Ellis, Washington; Griffith, Kelly E., Kirkland, Fleming, Green, Martin & Ellis, Washington; Jorgensen, Norman E., Krieger & Jorgensen, Washington; Koplovitz, Wm. C., Dempsey & Koplovitz, Washington; McKenna, James A. Jr., Haley, McKenna & Wilkinson, Washington; Miller, Neville, Miller & Schroeder, Washington; Rowell, Russell, Spearman & Roberson, Washington; Slaughter, Harrison T., Pierson & Ball, Washington; Stein, Abe L., Washington; Stout, Clair L., Dow, Lohnes & Albertson, Washington; Tuhy, Stephen Jr., Washington; Welch, Vincent B., Welch, Mott & Morgan, Washington; Wilkinson, Vernon L., Haley, McKenna & Wilkinson, Washington.

**FROM RCA AND NBC**

Fiet, Owen, RCA Victor, Camden; Fischer, A., RCA Victor, Camden; Gaskill, M. L., RCA Victor, Camden; Gluyas, T. M., RCA Victor, Camden; Guy, Raymond F., NBC, N. Y.; Laesle, Howard, RCA Service Co., N. Y.; Lewis, C. M., RCA Victor, Camden; Pilgermayer, W. E., RCA Victor, Camden; Pratt, Dana, RCA Victor, Camden; Renhard, J. A., RCA Victor, Washington; Seibert, John, NBC, N. Y.; Tracy, E. C., RCA Victor, Camden; Young, J. E., RCA Victor, Camden.

**OTHERS**

Clark, Rocky, Post Pub. Co., Bridgeport, Conn.; Elliott, Wm., WLIZ Bridgeport, Conn.; Robertson, Bruce, BROADCASTING, N. Y.; Weinstein, Al, Radio News Bureau, Washington.

## DuMONT SALES

### $80 Million Total Seen

TOTAL SALES of $80 million this year for the Allen B. DuMont Labs were forecast last week by Dr. Allen B. DuMont, president.

At the annual stockholders' meeting and election of officers June 28, Dr. DuMont revealed that the firm's operations for the first 24 weeks of 1950 were approximately $26 million, compared with $18 million for the same period in 1949. Earnings for the first 24 weeks of this year will approximate $2.37 million, as compared with $1.7 million for the same period last year.

## 'MAG-NEG-TIC'

### Is New CBS TV Recorder

A NEW SYSTEM of television recording, employing magnetic tape for sound and 35mm negative film for the picture, has been announced by William B. Lodge, CBS vice president in charge of general engineering.

Placed in service June 6, the new system, known as "mag-negtic," is used to record programs originating in Hollywood for retelecasting over the interconnected CBS television network.

The film and magnetic tape, with the new system, are kept on two separate reels and are reproduced separately on a film projector and a magnetic playback. A complex servo-system, developed by the Fairchild Recording Equipment Corp., synchronizes the starting and stopping of the two machines.

## EMERSON PLANS

### Sets $8 Million Ad Budget

EMERSON RADIO & PHONOGRAPH CORP. plans to spend approximately $8 million in advertising during the next 12 months, Benjamin Abrams, president, said Monday. He addressed a meeting of Emerson distributors at New York's Waldorf-Astoria, where the company's 1951 line of radio and TV sets was first displayed.

Now sponsoring *The Clock* alternate Fridays, 9:30-10 p.m., on NBC's TV network, Emerson is happy about the large audience this program has attracted, Mr. Abrams said, stating that *The Clock's* rating is 24 or 25.

In addition to television, the company also will use radio, newspapers and magazines.

## AUTRY TV SHOW

### Wrigley to Sponsor Films

GENE AUTRY's first six video films marking his entry into TV will be sponsored by William Wrigley Jr. Co., Chicago, in six major markets as a once-weekly feature starting July 23. Booking agency is Atlass Amusement Corp., Chicago firm headed by H. Leslie Atlass Jr, program director of WIND Chicago. CBS Radio Sales is acting as sales agent.

E. J. Brach & Sons, Chicago, for its candy, last week was considering sponsorship of the show on a first run basis in 14 other major market areas through J. Walter Thompson Co., Chicago.

## MOHAWK CARPET

### WNBW (TV) Color Tests Held

CONTINUING its tests of color techniques, Mohawk Carpet Mills Inc., Amsterdam, N. Y., last Monday presented its *Mohawk Showroom* on WNBW (TV) Washington, which airs RCA color tests.

Preceded by a cocktail party at the Mayflower Hotel, the showing was viewed by some 100 guests on color receivers installed in NBC Washington studios. The program was fed simultaneously to the NBC-TV network in the usual black and white.

## THEATRE VIDEO

### National Seeks Participation

NATIONAL Theatres Corp., a subsidiary of 20th Century-Fox Film Corp., asked FCC last week to permit it to participate in forthcoming proceedings looking to the possible establishment of a theatre television service.

The company, owner of some 580 theatres, said it has been conducting theatre TV studies for several years in collaboration with 20th Century-Fox, particularly in connection with the plan to establish theatre television in 24 Los Angeles area theatres owned by its subsidiary Fox West Coast Theatres.

**Cable Address: CHARLOTTE, N.C.**

With Charlotte activation of the co-axial cable definitely assured for September, WBTV becomes the cable address of almost 20,000 Carolina television families — and their additional thousands of friends and neighbors.

Oldest, and by 10 times the most powerful, telestation in the Carolinas, WBTV beams the choice programs of 4 networks to 59 counties, including 9 principal cities and a population of over 3,000,000.

Greatly increased set sales and intensified viewer interest in WBTV assure a responsive audience for your television advertising in the cable-conscious Carolinas.

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NOW there are 56,740 Television Homes in KRLD-TV's Effective Coverage Area

The CBS Station for DALLAS and FORT WORTH

this is why KRLD AM-FM-TV Channel 4 is your best buy

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# telestatus

## Optometric Assn. Studies TV

(Report 118)

TELEVISION is not hard on the eyes and it can be a powerful instrument of public education, if properly used, Dr. Carl F. Shepard, Chicago optometrist, told the 52nd annual congress of the American Optometric Assn. meeting last week in Minneapolis.

"Television does not harm the eyes," Dr. Shepard said, "but quite often it brings out the fact that a visual problem exists" which might otherwise not be discovered until later. He pointed out that while television has driven many people to the optometrist, "it has not caused the difficulty of which they complain: it has merely made them conscious of problems which already needed attention."

He said that the best distance for viewing television is dependent on the individual and that each viewer should find the distance which is most comfortable for himself.

"When filters are used they should be placed before the eyes and not the set," Dr. Shepard said. "The very substances that produce the light that makes the picture are filters, and each manufacturer has carefully determined the light emission that has been selected by his advisers as the best. . . . Screens differ because opinions differ, but all are very good and none are harmful."

Dr. Shepard's talk was telecast by WTCN-TV Minneapolis and included a demonstration of how a professional practitioner examines and corrects the vision of a patient. He praised television as a powerful instrument for disseminating useful information to the public and said scientists and educators should take advantage of its potentials.

* * *

## Ross Reviews N. Y. Programming for May

SIX New York TV stations at the end of May were broadcasting 293 programs totaling 1,358 quarter-hours a week, according to an analysis in the June issue of *Ross Reports on TV Programming*. Of the total, 141 programs accounting for 381 quarter-hours of air time were sponsored.

Compared with a year ago, when approximately 90 programs, 500 quarter-hours, of TV programs were offered by the six New York TV stations, the current figures indicate an increase of 40 programs and 515 quarter-hours. Ross explained that the past year has seen "a huge rise" in daytime programming.

## Two Video Outlets Announce New Rates

NEW RATE CARDS have been announced by WFMY-TV Greensboro, N. C., and WOAI-TV San Antonio, Tex.

On July 1 the basic hourly rate at WFMY-TV increased from $150 to $200, with Rate Card No. 2.

At WOAI-TV rates will increase 25% in all time classes on July 15. The new hourly rate for class A time becomes $250. Class B rate advances to $187.50 and Class C to $125 per hour on Rate Card No. 3.

* * *

## New York Nielsen Rating Released

LEADING, once-a-week, evening television program in the New York area during the four weeks ended June 10 was *Texaco Star Theatre*, according to the latest report from the A. C. Nielsen Co.

Nielsen ratings for programs telecast two or more times during the period in the New York area:

| RANK | PROGRAM | (Number of Telecasts) | NIELSEN TV-Rating Homes % | Homes (000) | % TV Homes Using (At Telecast Time) TV % | Radio % |
|---|---|---|---|---|---|---|
| 1 | Texaco Star Theatre | (4) | 62.3 | 824 | 71.5 | 1.2 |
| 2 | Talent Scouts | (4) | 48.2 | 637 | 71.9 | 6.7 |
| 3 | Toast of the Town | (4) | 44.8 | 592 | 59.7 | 1.9 |
| 4 | Ford Theatre | (2) | 41.4 | 547 | 73.8 | 9.4 |
| 5 | Fireside Theatre | (4) | 35.6 | 471 | 72.5 | 3.3 |
| 6 | Philco TV Playhouse | (4) | 35.1 | 464 | 67.4 | 2.2 |
| 7 | Lights Out | (4) | 34.9 | 461 | 75.9 | 4.7 |
| 8 | The Goldbergs | (4) | 34.2 | 452 | 76.6 | 3.6 |
| 9 | Godfrey & Friends | (4) | 33.0 | 436 | 62.7 | 4.3 |
| 10 | Studio One | (4) | 31.2 | 412 | 64.7 | 4.4 |

Copyright 1950 by A. C. NIELSEN CO.

## Weekly Television Summary—

July 3, 1950, TELECASTING Survey

| City | Outlets On Air | Number Sets |
|---|---|---|
| Albuquerque | KOB-TV | 3,350 |
| Ames | WOI-TV | 11,200 |
| Atlanta | WAGA-TV, WSB-TV | 37,500 |
| Baltimore | WAAM, WBAL-TV, WMAR-TV | 172,820 |
| Binghamton | WNBF-TV | 14,200 |
| Birmingham | WAFM-TV, WBRC-TV | 15,000 |
| Bloomington | WTTV | 6,050 |
| Boston | WBZ-TV, WNAC-TV | 390,762 |
| Buffalo | WBEN-TV | 98,082 |
| Charlotte | WBTV | 15,633 |
| Chicago | WBKB, WENR-TV, WGN-TV, WNBQ | 519,086 |
| Cincinnati | WCPO-TV, WKRC-TV, WLWT | 130,000 |
| Cleveland | WEWS, WNBK, WXEL | 234,796 |
| Columbus | WBNS-TV, WLWC, WTVN | 71,000 |
| Dallas, Ft. Worth | KRLD-TV, WFAA-TV, WBAP-TV | 56,740 |
| Davenport | WOC-TV | 11,447 |
| Quad Cities | Include Davenport, Moline, Rock Island, East Moline | |
| Dayton | WHIO-TV, WLWD | 67,000 |
| Detroit | WJBK-TV, WWJ-TV, WXYZ-TV | 247,000 |
| Erie | WICU | 36,050 |
| Ft. Worth-Dallas | WBAP-TV, KRLD-TV, WFAA-TV | 56,740 |
| Grand Rapids | WLAV-TV | 34,410 |
| Greensboro | WFMY-TV | 12,479 |
| Houston | KPRC-TV | 26,823 |
| Huntington-Charleston | WSAZ-TV | 13,340 |
| Indianapolis | WFBM-TV | 47,500 |
| Jacksonville | WMBR-TV | 10,500 |
| Johnstown | WJAC-TV | 23,100 |
| Kalamazoo-Battle Creek | WKZO-TV | 27,376 |
| Kansas City | WDAF-TV | 35,293 |
| Lancaster* | WGAL-TV | 48,518 |
| Lansing | WJIM-TV | 24,000 |
| Los Angeles | KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV | 563,466 |
| Louisville | WAVE-TV, WHAS-TV | 34,102 |
| Memphis | WMCT | 38,528 |
| Miami | WTVJ | 27,400 |
| Milwaukee | WTMJ-TV | 114,664 |
| Minn.-St. Paul | KSTP-TV, WTCN-TV | 95,650 |
| Nashville | ..... | 200 |
| New Haven | WNHC-TV | 81,800 |
| New Orleans | WDSU-TV | 27,771 |
| New York | WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX | 1,360,000 |
| Newark | WATV | Incl. in N. Y. estimate |
| Norfolk | WTAR-TV | 19,634 |
| Oklahoma City | WKY-TV | 30,325 |
| Omaha | KMTV, WOW-TV | 24,394 |
| Philadelphia | WCAU-TV, WFIL-TV, WPTZ | 508,000 |
| Phoenix | KPHO-TV | 10,800 |
| Pittsburgh | WDTV | 108,000 |
| Portland, Ore. | ..... | 887 |
| Providence | WJAR-TV | 62,162 |
| Richmond | WTVR | 33,913 |
| Rochester | WHAM-TV | 41,951 |
| Rock Island | WHBF-TV** | 11,447 |
| Quad Cities | Include Davenport, Moline, Rock Island, East Moline | |
| Salt Lake City | KDYL-TV, KSL-TV | 16,900 |
| San Antonio | KEYL-TV, WOAI-TV | 19,367 |
| San Diego | KFMB-TV | 40,100 |
| San Francisco | KGO-TV, KPIX, KRON-TV | 60,289 |
| Schenectady-Albany-Troy | WRGB | 82,700 |
| Seattle | KING-TV | 30,300 |
| St. Louis | KSD-TV | 135,500 |
| Syracuse | WHEN, WSYR-TV | 47,476 |
| Toledo | WSPD-TV | 40,000 |
| Tulsa | KOTV | 25,700 |
| Utica-Rome | WKTV | 15,800 |
| Washington | WMAL-TV, WNBW, WOIC, WTTG | 136,600 |
| Wilmington | WDEL-TV | 36,532 |

*Lancaster and contiguous areas. Total Markets on Air 62 Stations on Air 106 Sets in Use 6,312,466

**New station in this report.

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

# PULSE PROVES WHIO-TV IS DAYTON'S FIRST TELEVISION STATION

**PULSE** for May reports SEVEN of top ten television shows telecast once a week in Dayton are on WHIO-TV.

**PULSE** reports FOUR of top ten television shows broadcast more than once a week in Dayton are on WHIO-TV.

**PULSE** shows that, on the average, more Dayton televiewers watch WHIO-TV between 2:00 P.M. and 4:15 P.M. and between 6:30 P.M. and 11:30 P.M. than any other television station.

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## Color Findings

*(Continued from Telecasting p. 3)*

edge in favor of the RCA color set."

RCA's earlier estimates of selling prices for its own color sets were reviewed—25 to 50% more than a comparable monochrome receiver. The statement also reiterated that with early adoption of the RCA system RCA would be in factory production of color sets by June 1951.

Additional station equipment needed for RCA colorcasts would cost an estimated $54,440, including the cost of one color camera. Additional color cameras would cost aproximately $26,750 each. It was noted that the estimates "do not reflect the potential savings from the use of single tubes in either the cameras or monitors and from further circuit simplifications."

### Cite Receiver Progress

RCA cited the progress made in receiver simplification since the first demonstration last October—a reduction from more than 100 tubes then to as few as 37 in last April's showings—as indicative of "the progress in that direction which may be expected in the future."

The RCA proposals were filed by John T. Cahill, J. V. Heffernan and Glen McDaniel as RCA attorneys, with John W. Nields, Ray B. Houston, and Robert G. Zeller also participating.

### CBS Arguments

In its 100,000-word, 368-page brief, CBS contended:

**It is abundantly clear from the record . . . that the CBS color system is now superior in every significant aspect to either the RCA or CTI color system.**

**This overwhelming superiority obtains in each of the four areas in which the relative merits of color television systems are to be evaluated: (1) the area of performance, (2) the area of cost, (3) the area of availability and readiness, and (4) the area of ability to co-exist in harmony with the present standard monochrome system.**

As to performance, CBS contended critics of its system "have seized on a few factors and have exaggerated them all out of proportion. It has been shown, however, that these factors are of no significance."

Whatever the theoretical limitations of CBS' reduced geometrical resolution, the brief stated, "the fact is that its clarity of detail is almost universally approved and is generally agreed to be superior to that of other systems."

"In sharp contrast," CBS said, "the present color performance of the RCA and CTI systems is in many respects grossly degraded. Their overall picture quality is low. Their brightness and contrast are inadequate."

RCA and CTI also were accused of inability to transmit "satisfactory" color or monochrome over existing coaxial cable networks, "although such ability is obviously prerequisite to the prompt establishment of a color service."

CBS argued that since its system "is excellent now and can be even better in the future," it is "not dependent on the future embodiment of a single direct-view tri-color tube or horizontal interlace."

"On the other hand, RCA has no system at all," CBS contended, "without the single direct view tricolor tube or without its dot interlace — an application of interlace which is far more complex than Columbia's horizontal interlace."

In the area of cost CBS claimed "clear superiority" over RCA and CTI.

"Nor can there be any serious question of the relative readiness of the three systems," the brief asserted. It held CBS is "ready" and "apparatus can become rapidly available so that a nationwide color television service can become a fact within a short space of time."

CBS on the issue of compatibility contended its performance is "markedly superior." Columbia "is plainly convertible" while neither RCA nor CTI "has been shown to be convertible," the brief held. CBS explained it used the broad interpretation of "compatibility," which allowed for slight modifications in existing sets to receive color in color.

CBS held that "RCA's assurances for the future must be evaluated in the light of its past conduct and attitude in respect of color."

"On this issue," the CBS brief related, "the record not only of this hearing but of past hearings leaves no doubt: It is clear that so long as there is anything left to be done in the field of color television, RCA cannot be relied upon to press the development."

CBS held "there can be no assurance whatever that the dot sequential system would not be replaced, in the same way that the simultaneous system of 1946 and 1947, for which RCA at least offered hope of adoption of standards in 18 months, was ultimately replaced without ripening into a color system."

Proposed rules and regulations were recommended by CBS only on compatibility and convertibility. Columbia said it "expressly refrained" from recommending that manufacturers be compelled to adapt receivers internally if CBS standards are adopted, although the question is "very close."

### CBS Recommendation

However, CBS indicated that if "there is widespread refusal to adapt internally, or to make CBS color receivers, CBS recommends re-examination of the situation." It was suggested if it is necessary to break any set makers' boycott that FCC require broadcasters to air CBS color.

Columbia recommended that FCC should consider that aspect of compatibility which concerns the ability of unmodified receivers to receive color signals in black and white "as only one of the many factors in selecting a system. It should consider that factor as subsidiary to many other factors, particularly the factor of color performance."

The brief contended that compatibility as it relates to existing receivers is at most an "interim and transitional problem" and there is no evidence on which the FCC can rely with assurance "that any system is in fact 'compatible' even in the limited meaning of the word."

CBS vigorously attacked the "inconsistency of the industry position" on the compatibility issue during the present color hearing and in past years.

"Thus in 1940," CBS held, "when RCA was a strong proponent of immediate inauguration of a black and white service, and when it attempted to sell black and white sets which might require modifications when final standards were ultimately adopted, RCA, through General Sarnoff, vigorously contended that purchasers of such sets were not entitled to protection against change of standards."

Further, the brief charged, "the industry is far more absorbed in testifying to the wisdom of 'compatibility' than it is in taking concrete steps to minimize the problem."

CBS urged FCC to adopt standards which would give the best color service, "irrespective of patent considerations."

CBS further recommended FCC should not set minimum hours of color broadcasting but after 30 days should do so if manufacturers were reluctant to adapt sets internally. CBS opposed multiple standards because of the limited number of stations in most markets.

The brief was filed by the New York law firm of Rosenman, Goldmark, Colin & Kaye.

### CTI Position

CTI maintained that standards for its line-sequential system can be adopted now "with full assurance of [their] fundamental soundness," but said it "would not object to a reasonable delay" in standardization "in order to permit all systems to be demonstrated under like conditions."

The company insisted that shortcomings of its present operation result from imperfections of apparatus rather than system faults, and placed great reliance upon the development of the direct-view three-color tube—one of which CTI "expects to be able to demonstrate within the next two months or so."

CTI "readily" conceded that, "apparatus-wise," its system can be improved.

"The fact of the matter is, however, that from this aspect none of the systems here proposed is any more ready," the proposal continued. "CTI believes that, apparatus-wise, all presently demonstrated receivers are already obsolete, even including the RCA direct-view tricolor tube receiver."

CTI opposed multiple standards as a "delusion and snare" which would benefit RCA and provide the "kiss of death" for the CTI and CBS systems. "In any event," the firm said, "should multiple standards be adopted, there should be an 'equalizing of the scales'" to prevent such a result.

Conversion of existing sets to receive color transmissions was opposed as "troublesome and costly." CTI felt "few black-and-white set owners would convert"

## 'CHROMICON'

### CTI Develops New Camera

COLOR Television Inc., developer of one of the three systems competing in FCC's color TV hearing (see TELECASTING p. 3), claimed last week that it had solved "the major technical problem of clarity in color reception . . . by the use of an ingenious new device to be known as the 'Chromicon' camera."

Arthur S. Matthews, president of CTI, said the same clarity that exists in present black-and-white television may now be attained in color through the application of the new optical system with regular television cameras. He said laboratory tests have been successful and that a working model of the Chromicon camera will be ready for public showing within 60 days.


***Biggest Summer Show in Midwest TV...***

**"GET ON THE LINE"**

Seven nights a week, viewers in the WLW-Television 3-station area are drawn to their sets by the prospect of winning the gigantic jackpot of over $1,000.00 in wanted merchandise — awarded for identifying a tune. This terrific show for summer selling still has a few participating sponsorships available — all in Class "A" time periods.

**WLW-TELEVISION**

WLW-T CHANNEL 4 CINCINNATI
WLW-D CHANNEL 5 DAYTON
WLW-C CHANNEL 3 COLUMBUS

*Crosley Broadcasting Corporation*

even if conversion costs were minimized by development of the direct-view tube.

CTI attacked the CBS field-sequential system for its lack of compatibility, and held that "no direct-view tricolor tube, whatever else it might do, would cure the inescapable infirmities of any field-sequential color television system."

CTI felt the RCA dot-sequential system might be the most "elegant" answer to the color question, but ruled it "commercially impractical" for reasons of "probable cost, necessary complexity, practical commercial infeasibility, and the need for continuously critical apparatus adjustments."

Of its own system, CTI said:

**. . . Nothing has occurred during the course of these hearings to alter CTI's belief in the fundamental superiority of line-sequential operation over any other yet proposed and demonstrated method of attaining color television.**

**Its proposed system is completely compatible with existing black-and-white operations. The use of a direct-view tricolor tube will eliminate many, if not most, of CTI's past reception problems. Electronic means of attaining and maintaining cotinuous registration at the camera are being developed.**

**The system is free from the very high costs and inevitable complexities of any dot-sequential operation. Viewed, therefore, from the standpoint of its fundamental advantages, and recalling that its past and present apparatus limitations are all by way of being remedied by the rapid development of this art, CTI therefore believes that its proposed system may now safely be standardized and that such action would be in the public interest.**

CTI said its "present intent . . . is to operate as a research, development and licensing organization," not as a manufacturer.

The CTI findings and conclusions were submitted by Attorneys Carl I. Wheat of Wheat, May & Shannon, and Samuel B. Smith of Lippincott & Smith.

### Paramount's Plan

Paramount Television Productions Inc. and Chromatic Television Labs. Inc. asserted the record and demonstrations "clearly establish that good color television is attainable in a 6 mc channel," and that color interference conditions have been shown to be identical "for all practical purposes" with monochrome.

The immediate availability of low price sets, however, was denied by Paramount.

"The dot sequential system (RCA's), which is particularly challenging from the standpoint of possibilities of developments," the brief continued, "is presently burdened with cost problems due to special tolerances."

Paramount told FCC it believed "there is in the process of development techniques relating to transmitting and receiving apparatus which within a period of a few years might resolve what may now be costly impediments with respect to the proposed systems."

On this basis, the brief contended, "the Commission should give consideration to encouragement of new discoveries and techniques and hold in abeyance for a period of one year the promulgation of final standards."

However, Paramount asked FCC to consider the adoption of its "new and different plan" should the Commission decide that "the dynamic growth of monochrome television would have the effect of excluding the proper development of color as a service to the public."

These basic standards were proposed: (1) Adoption of the field sequential (CBS-type) system (2) Requirements of the 30 frames 405-line standard of transmission in 6 mc channel, including horizontal dot interlace (3) Use of presently unused 4 to 6 mc portion of the present bandwidth to increase geometric resolution.

In addition to these basic standards, Paramount proposed that FCC require all UHF stations to transmit in color and that each present VHF licensee be assigned a UHF channel with the requirement he telecast simultaneously in color.

Paramount explained that thus existing receivers would continue to receive service from the VHF outlets and "there would be no problems relating to compatibility or convertibility."

The brief advocated no particular system at this time since Chromatic Television Labs. "is concerned primarily with the development and production of a direct view tricolor tube which can be used with any of the three systems proposed." Plans to intensify this research were indicated.

Paramount stated that as owner of KTLA it "will make full use of any opportunity for color television broadcasting which might be provided under any system on which the Commission may standardize."

The findings were filed by Paul A. Porter, former FCC chairman, of the Washington law firm of Arnold, Fortas & Porter.

# KTSL (TV) BID

## Requests FCC Action

DON LEE Broadcasting System petitioned FCC last week for a grant of its Los Angeles television application modification, held up heretofore by Don Lee's recently approved bids for station renewals.

The network is operating an experimental TV station commercially (KTSL) on Channel 2 under special temporary authority issued in May 1948. With its AM and FM renewal applications now granted, it argued that nothing stands in the way of the modification request, filed in 1946, for a change of transmitter site from Mt. Lee to Mt. Wilson, from which other Los Angeles stations operate.

Filed by the Washington law firm of Dempsey & Koplovitz, the petition argued that the application is exempt from FCC's current TV freeze under the terms of the freeze order itself and should be granted immediately as a matter of "simple justice." The petition asserted:

**This is emphasized by the fact that two of such competitors, NBC and ABC, which compete with Don Lee in the network field and in the field of AM and FM operations in Los Angeles as well as in the television field, were known by the Commission at the time of the hearing on the Los Angeles television applications [in 1946] to be suspect to the same degree as Don Lee of violation of network regulations (the subject matter of the renewal proceedings). . . .**

The petition argued at length that the fact of Don Lee's initiation of construction on Mt. Wilson without a construction permit should not be a bar to issuance of the CP.

KTSL and the other Don Lee properties are currently up for sale but Ben H. Brown, special administrator of the Thomas S. Lee estate, has indicated that action on pending bids for the stations may be delayed for several weeks [BROADCASTING, June 26].

## Set Sales

*(Continued from Telecasting p. 4)*

| State and County | Sets April | Shipped Jan.-April |
|---|---|---|
| **OHIO** | | |
| Butler | 743 | 4,958 |
| Clark | 537 | 2,788 |
| Cuyahoga | 9,509 | 48,366 |
| Franklin | 3,847 | 19,482 |
| Hamilton | 5,027 | 25,857 |
| Lucas | 1,879 | 10,912 |
| Montgomery | 3,111 | 17,969 |
| Scioto | 47 | 244 |
| Summit | 2,045 | 9,783 |
| **OKLAHOMA** | | |
| Muskogee | 24 | 137 |
| Oklahoma | 459 | 2,785 |
| Tulsa | 171 | 1,802 |
| **OREGON** | | |
| Marion | .... | .... |
| Multnomah | .... | .... |
| **PENNSYLVANIA** | | |
| Allegheny | 6,073 | 37,537 |
| Berks | 1,155 | 5,843 |
| Beaver | 568 | 3,038 |
| Blair | 145 | 610 |
| Cambria | 601 | 2,777 |
| Dauphin | 259 | 1,342 |
| Delaware | 1,307 | 7,754 |
| Erie | 1,173 | 6,961 |
| Fayette | 541 | 2,186 |
| Lackawanna | 25 | 214 |
| Lancaster | 955 | 4,352 |
| Lebanon | 271 | 1,404 |
| Lehigh | 647 | 4,193 |
| Montgomery | 1,434 | 7,517 |
| Northhampton | 497 | 2,881 |
| Philadelphia | 13,099 | 71 975 |
| Washington | 575 | 2,801 |
| Westmoreland | 933 | 4,002 |
| York | 524 | 2,903 |
| **RHODE ISLAND** | | |
| Providence | 3,098 | 17,536 |
| **SOUTH CAROLINA** | | |
| York | 31 | 179 |
| **TENNESSEE** | | |
| Davidson | 31 | 78 |
| Shelby | 2,069 | 9,027 |
| **TEXAS** | | |
| Bexar | 1,217 | 5,758 |
| Dallas | 2,229 | 11,156 |
| Galveston | 45 | 484 |
| Harris | 1,789 | 7,659 |
| Tarrant | 1,075 | 7,112 |
| **UTAH** | | |
| Salt Lake | 1,154 | 3,834 |
| Weber | 6 | 153 |
| **VIRGINIA** | | |
| Arlington | 619 | 3,245 |
| Henrico | 739 | 5,608 |
| Norfolk | 2,671 | 6,887 |
| Pittsylvania | 5 | 15 |
| Warwick | 456 | 1,092 |
| **WASHINGTON** | | |
| Clarke | .... | 286 |
| King | 772 | 4,065 |
| Pierce | 153 | 1,456 |
| **WEST VIRGINIA** | | |
| Cabell | 159 | 1,033 |
| Kanawha | 68 | 434 |
| **WISCONSIN** | | |
| Milwaukee | 4,777 | 25,220 |
| Sub-Total | 320.096 | 1,638,568 |
| AREAS UNLISTED | 43,904 | 286,432 |
| GRAND TOTAL | 369,000 | 1,925,000 |


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National 7757

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New Rochelle 6-1620

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## June 23 Applications . . .

**ACCEPTED FOR FILING**

**Modification of CP**

**Saunder's Bcstg. Co., Flagstaff, Ariz.**—Mod. CP AM station to change from 1250 kc 250 w D to 1340 kc 250 w unl.

**KOEL Oelwein, Ia.**—Mod. CP AM station to change from 950 kc 500 w D DA to 950 kc 500 w unl. DA-1.

**WLBJ Bowling Green Ky.**—Mod. CP AM station to change from 1410 kc 1 kw unl. DA-N to 1410 kc 5 kw-D 1 kw-N.

**License for CP**

**WJEH Gallipolis, Ohio**—License for CP new AM station.

License to cover CP new FM station: WFOR-FM Hattiesburg, Miss.; KGNC-FM Amarillo, Tex.

**License Renewal**

**WKAR-FM E. Lansing, Mich.**—Request for license renewal noncommercial educational FM station.

**FM—90.1 mc**

**WABE Atlanta, Ga.**—CP noncommercial educational FM station to change power to 3 kw.

## June 26 Decisions . . .

**BY COMMISSION EN BANC**

**SSA Denied**

**KFRM Kansas City, Mo.**—Denied petition for SSA to operate KFRM unl. time on 540 kc, 5 kw using DA-DN until May 1, 1952.

**Extension Granted**

**WIBK Knoxville, Tenn.**—Granted extension of temp. authority to operate WIBK until Sept. 30, provided station make application for further extension of temp. auth. upon showing that it is proceeding diligent in prosecution of its appeal.

**Request Granted**

**WMCP Baltimore, Md.**—Granted request for waiver of Sec. 3.261 of rules, to permit operation from 4:55 p.m. to 12 midnight Monday through Saturday, and 10:40 a.m. to 11:15 p.m. on Sunday.

**ACTIONS ON MOTIONS**

**By Commissioner Hennock**

**KMMO Marshall, Mo.**—Granted dismissal without prejudice of application for mod. license.

**WCOL Columbus, Ohio**—Granted request to dismiss petition to intervene in proceeding re applications of Coston-Tompkins Bcstg. Co. and Glacus G. Merrill, Ironton, Ohio.

**Oklahoma Agricultural & Mechanical College, Stillwater, Okla.**—Granted dismissal without prejudice of application for extension of completion date.

**WDIA Memphis, Tenn.**—Granted dismissal with prejudice of application.

**WNAV Annapolis, Md.**—Granted petition requesting Commission accept late appearance in proceeding upon application.

**WSSO Starkville, Miss.** — Granted petition requesting Commission accept late appearance in proceeding upon application of Prairie Bcstg. Co., Aberdeen, Miss.

**Prairie Bcstg. Co., Aberdeen Miss.**—Granted petition requesting Commission accept late appearance in proceeding upon application.

**KMA Shenandoah, Ia.**—Referred to Commission en banc petition requesting leave to intervene in hearing upon application of WTCH Shawano, Wis.

**Lehigh Valley Bcstg. Co., Allentown, Pa.**—Granted leave to amend application to change name of application to Lehigh Valley Television Inc.

**The Fort Industry Co. Wheeling, W. Va.**—Granted petition insofar as it requests (1) leave to amend non-technical portion of application of West Virginia Bcstg. Corp., Wheeling, W. Va. so as to change name of applicant to The Fort Industry Co., to provide complete legal and financial data relating to stockholders, officers and directors and data relating to corporate structure of The Fort Industry Co. and (2) dismissal as moot of petition filed Feb. 23 and related amendments filed Jan. 23 and Feb. 23, 1950; action on petition insofar as it requests leave to amend to specify new television channel is deferred until final determination is made in docket 8736, et al; and amendment to specify Chan. 7 filed with said petition is referred to pending file.

**WJBK Detroit** — Granted leave to amend application so as to specify power of 10 kw-D 5 kw-N in lieu of present request of 10 kw unl.

**By Examiner H. B. Hutchison**

**Johnston Bcstg. Co. and WTNB, both Birmingham, Ala.**—Granted in part motion requesting hearing in proceeding in dockets 7945 and 7946 be continued for period of thirty days; hearing continued from June 22 to Sept. 11, at Washington, D. C.

**KCRA Sacramento**—Granted in part petition for continuance of hearing re application for a period of thirty days; hearing now scheduled for July 5, continued to Sept. 20 in Washington, D. C.

**By Examiner Leo Resnick**

**Tul'e Bcstg. Co., Tulia, Tex.**—Granted continuance of hearing in proceeding re application and that of West Texas Bcstrs. Inc., Floydada, Tex. from June 21 to Aug. 1, 1950, in Washington, D. C.

**M. R. Lankford, Princeton, Ind.** — Granted leave to amend and remove from hearing docket application said amendment to change frequency requested from 910 kc 500 w D to 1250 kc 1 kw D change estimated cost of construction.

**WINS New York**—Granted leave to amend application by changing answer to paragraph 6 thereof (relating to estimated date for completion of construction) from June 26 to Sept. 26.

**By Examiner Basil P. Cooper**

**Door County Radio Co., Sturgeon Bay, Wis.**—Granted leave to amend application so as to specify power of 100 w unl. in lieu of 250 w unl. in order to reduce or eliminate objectionable interference which proposed Sturgeon Bay station may cause to WOSH Oshkosh, Wis.; to remove application, as amended, from hearing calendar and dismissed as moot petition requesting continuance of hearing to July 17.

## June 26 Applications . . .

**ACCEPTED FOR FILING**

**Modification of CP**

**KAFY Bakersfield, Calif.**—Mod. CP to change frequency etc. for extension of completion date.

Mod. CP new AM station for extension of completion date: WSGW Saginaw, Mich.; KOOK Billings, Mont.

**Modification of License**

**WLPM Suffolk, Va.**—Mod. license AM station to change studio location to Highway 460, Nr. Suffolk, Va.

**License for CP**

**KLIC Monroe, La.**—License for CP new AM station.

License to cover CP AM station to change frequency, power etc.: KBRC Mount Vernon Wash.; WCAV Norfolk, Va.; KNEW Spokane, Wash.; KDON Palm Beach, Calif.

**License Renewal**

**KAYS Hays, Kan.**—Request for license renewal (resubmitted).

**Modification of CP**

**WIZZ Wilkes-Barre, Pa.**—Mod. CP new FM station for extension of completion date.

**FM—100.5 mc**

**WLDS-FM Jacksonville, Ill.**—CP FM station to change ERP to 7.81 kw.

**FM—97.1 mc**

**WNBC-FM New York**—CP FM station to change ERP to 1.11 kw, ant. to 1,445 ft.

**APPLICATION DISMISSED**

**Knox La Rue, Fort Bragg Calif.**—DISMISSED June 20 application for new station on 1490 kc 250 w unl.

## June 27 Decisions . . .

**BY COMMISSION EN BANC**

**Renewal Granted**

**WLBJ Bowling Green, Ky.**—Granted renewal of license for period ending Feb. 1, 1953.

**Extension Granted**

**Banks Independent Bcstg. Co., Washington, D. C.**—Granted extension of temp. authority to operate synchronous amplifiers KG2XCK to Sept. 1.

**Hearing Designated**

**WCLI Corning, N. Y.**—Designated for hearing to be held in Washington on Nov. 29 application for mod. CP to change frequency from 1540 to 1450 kc, 250 w and hours of operation from D to unl.; made WHDL, Allegany N. Y., party to proceeding.

**WGEZ Beloit, Wis.**—Designated for hearing at Washington on Nov. 30, application for mod. license to increase power on 1490 kc, 100 to 250 w and change trans. made WEBS Oak Park, Ill., and WKBB Dubuque, Ia., parties to proceeding.

**Modification Granted**

**WKYB Paducah, Ky.**—Granted mod. CP involving move of AM DA locating FM ant. on another tower, and increasing length of ground radials; eng. cond.

**Hearing Designated**

**KSOO Sioux Falls, S. D.**—Designated for hearing at Washington Dec. 4, application for CP to change power on 1140 kc from 5 kw limited time to 10 kw unl. time, install night DA and new trans. and change trans. location; made WRVA Richmond, Va., party to proceeding.

**East Penn Bcstg. Co., Pottstown, Pa., Pottstown Bcstg. Co., Pottstown, Pa.**—Designated for consolidated hearing at Washington Dec. 7, mutually exclusive applications, each requesting CP's for new station on 1370 kc with 1 kw D; made WAMS Wilmington, Del., party to proceeding.

**Rock City Besters., Little Falls, N. Y., Robert Harvard Dye, Herkimer, N. Y.**—Designated for consolidated hearing at Washington Dec. 6, mutually exclusive applications, each requesting CP's for new stations on 1230 kw with 100 w unl.; made WHUC Hudson, N. Y. party to proceeding.

**BY THE SECRETARY**

**The WGAR Bcstg. Co., Cleveland**—Granted license covering changes in existing remote pickup KA-3407.

**Crosley Bcstg. Corp., Cincinnati, Ohio**—Granted mod. licenses KA-4730, KA-4729, KA-4728, KA-4727, KA-4724, to change frequencies from 30.82, 33.74, 35.82, 37.98 mc. to 26.15, 26.25, 26.35 mc.

**Crosley Bcstg. Corp., Cincinnati**—Granted mod. licenses KA-4725, 26 to change frequencies from 31.62, 35.26, 37.34, 39.62 mcs. to 26.15, 26.25, 26.35 mcs.

**The WGAR Bcstg. Co., Cleveland**—Granted CP and license for new remote pickup KA-7064.

**WHLA Madison, Wis.**—Granted mod. CP which authorized new noncommercial educational FM station to change ERP 3 kw to 5 kw; type trans. and make changes in ant. system.

Following granted mod. CP's for extension of completion dates as shown: KAFY Bakersfield, Calif. to 7-31-50; KSDO-FM San Diego, Calif. to 1-13-51; WSB-FM Atlanta, Ga. to 9-1-50; KTRB-FM Modesto, Calif. to 12-15-50; WJEF-FM Grand Rapids, Mich. to 12-27-50; WRGA-FM Rome, Ga. to 9-15-50; WFBC-FM Greenville, S. C. to 1-1-51; WAZL-FM Hazleton, Pa. to 1-13-51; WHBF-TV Rock Island, Ill. to 2-9-51; KOA-FM Denver to 1-13-51; WAYS-FM Charlotte, N. C. to 12-31-50; WGOR Fort Lauderdale, Fla. to 1-11-51; KMAR Bakersfield, Calif. to 8-10-50; WACE-FM Chicopee, Mass. to 1-1-51; KGDM-FM Stockton, Calif. to 9-9-50; WAVZ-FM New Haven, Conn. to 12-31-50; WRFD-FM Worthington, Ohio to 8-1-50; WHP Harrisburg, Pa. to 10-2-50; WEPM Martinsburg, W. Va. to 9-21-50; WACR Columbus, Miss. to 7-2-50.

**KNED McAlester, Okla.**—Granted assignment of license from partnership composed of five equal partners to new corp.—Pittsburg County Bcstg. Co.—no monetary consideration invloved.

**KNBY Newport, Ark.**—Granted assignment of license from partnership to new corp.—Newport Bcstg. Co.

**KRIC Beaumont, Tex.**—Granted license install new vertical ant. and FM ant. mounted on top and change trans. and studio locations.

**WLAQ Rome, Ga.**—Granted license change frequency, power and hours of operation, install new trans. and DA-N and change trans. location; 1410 kc 1 kw unl. DA-N.

**Rawlins, Wyo.**—Granted license for new remote pickup KA-3498.

**Frontier Bcstg. Co., Cheyenne, Wyo.**—Granted license KA-3746 change fre-

*(Continued on page 75)*

# FCC actions

JUNE 23 to JUNE 29

| | | |
|---|---|---|
| **CP-construction permit** | **ant.-antenna** | **cond.-conditional** |
| **DA-directional antenna** | **D-day** | **LS-local sunset** |
| **ERP-effective radiated power** | **N-night** | **mod.-modification** |
| **STL-studio-transmitter link** | **aur.-aural** | **trans.-transmitter** |
| **synch. amp.-synchronous amplifier** | **vis.-visual** | **unl.-unlimited hours** |
| **STA-special temporary authorization** | | **CG-conditional grant** |

*Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.*


KALL
Salt Lake City, Utah
USES
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders

NEW PT63-A
Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.
WRITE
Magnecord INC.
360 N. Michigan Ave.
Chicago 1, Ill.

USED BY EFFICIENCY-CONSCIOUS BROADCASTERS-*THROUGHOUT THE WORLD!* Andrew phasing and tuning equipment
Andrew CORPORATION
363 E 75th St
Chicago 19, Ill.



# SERVICE DIRECTORY

**Custom-Built Equipment**
**U. S. RECORDING CO.**
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

**COMMERCIAL RADIO Monitoring Company**
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
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**CLARENCE R. JACOBS**
Studio Consultants
Planning - Design - Acoustics
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* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

## NATIONAL NIELSEN RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

MAY 21-27,1950

| Current Rank | Previous Rank | Program | Current Rating Homes % |
|---|---|---|---|
| EVENING, ONCE-A-WEEK | | (Average For All Programs) | (6.9) |
| 1 | 1 | Lux Radio Theatre (CBS) | 17.9 |
| 2 | 2 | Godfrey's Scouts (CBS) | 13.8 |
| 3 | 8 | My Friend Irma (CBS) | 13.6 |
| 4 | 4 | Charlie McCarthy Show | 13.3 |
| 5 | 5 | Walter Winchell (ABC) | 12.5 |
| 6 | 3 | Jack Benny (CBS) | 11.8 |
| 7 | 17 | Mr. and Mrs. North (CBS) | 11.6 |
| 8 | 24 | Horace Heidt Show (CBS) | 11.5 |
| 9 | 6 | You Bet Your Life (CBS) | 11.3 |
| 10 | 22 | Big Story (NBC) | 11.3 |
| EVENING, MULTI-WEEKLY | | (Average For All Programs) | (4.2) |
| 1 | 1 | Beulah (CBS) | 7.9 |
| 2 | 2 | Counter-Spy (ABC) | 6.9 |
| 3 | 3 | Lone Ranger (ABC) | 6.6 |
| WEEKDAY | | (Average For All Programs) | (4.8) |
| 1 | 1 | Godfrey (Ligg. & Myers) (CBS) | 9.0 |
| 2 | 9 | Right to Happiness (NBC) | 8.0 |
| 3 | 3 | Pepper Young's Family (NBC) | 7.9 |
| 4 | 2 | Godfrey (Nabisco) (CBS) | 7.7 |
| 5 | 5 | Romance of Helen Trent (CBS) | 7.6 |
| 6 | 4 | Road of Life (NBC) | 7.4 |
| 7 | 12 | My True Story (Sterling) (ABC) | 7.4 |
| 8 | 11 | Ma Perkins (CBS) | 7.3 |
| 9 | 8 | Wendy Warren (CBS) | 7.0 |
| 10 | 7 | Arthur Godfrey (Gold Seal) (CBS) | 7.0 |
| DAY, SATURDAY | | (Average For All Programs) | (4.7) |
| 1 | 1 | Armstrong Theatre (CBS) | 9.0 |
| 2 | 4 | Junior Miss (CBS) | 7.9 |
| 3 | 5 | Let's Pretend (CBS) | 7.9 |
| DAY, SUNDAY | | (Average For All Programs) | (3.0) |
| 1 | 1 | True Detective Mysteries (MBS) | 6.8 |
| 2 | 3 | Martin Kane, Private Eye (MBS) | 5.1 |
| 3 | 2 | Shadow (MBS) | 5.0 |

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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## WBNY-WFCB CASE

### Directional Array Use Okayed

SETTLEMENT of the complaint by WBNY Buffalo against alleged daytime interference from WFCB Dunkirk, N. Y., has been effected by FCC in granting WFCB permission to use a daytime directional array. The Commission indicated this action also met requirements of the U. S. Court of Appeals which had remanded the WBNY complaint for further consideration [BROADCASTING, May 29].

Although denying WFCB's request for a special service authorization to use a daytime directional array, FCC considered the bid as a modification of the station's original construction permit. The CP had been granted in December 1948 for 500-w fulltime on 1410 kc, directional night. It was this non-hearing grant which was appealed successfully by WBNY on grounds of alleged daytime interference. WBNY operates fulltime on 1400 kc with 250 w.

Comrs. Rosel H. Hyde and George E. Sterling dissented from the majority ruling of the Commission and voted to grant the SSA as requested. FCC also extended for 30 days from June 22 the program test authority previously issued WFCB. The Commission indicated necessary equipment changes could be made in this time to comply with the modified grant.


*Available*!*

Caroline Ellis, talented 15-year veteran radio personality, directs the KMBC-KFRM "Happy Home" women's commentary program. Gifted with a wonderful voice and a rich background, Caroline Ellis is one of the best known women broadcasters. Repeatedly, her program has the highest rating of any woman's program in the Kansas City Primary Trade area.

Caroline Ellis

Caroline is sponsored by the Celanese Corporation of America, and has just completed a successful campaign in behalf of a regional advertiser, with seasonal business.

Contact us, or any Free & Peters "Colonel" on her two availabilities!

*Available Tuesday and Thursday.

KMBC of Kansas City

KFRM for Rural Kansas


## CANADA RADIOS

### BBM Issues Home Analysis

NEW SUMMARY of radio homes in Canada, estimated as of Jan. 1, 1949, and including Newfoundland, shows 3,201,600 radio homes out of a total of 3,424,900 households. Canada's population, according to this estimate, was 13,396,470. The estimate, released by the Bureau of Broadcast Measurement, gives first detailed BBM analysis of radio homes for Newfoundland, as of October 1949, with a total of 54,000 radio homes out of 73,000 households and population of 352,000.

This latest BBM Canadian radio homes estimates gives Ontario a total of 1,132,900 radio homes, or 95.2% of all households in the province. Next is the Quebec province with 792,700 radio homes, or 94.3% of all households in province. Third largest number of radio homes is in British Columbia, 330,700 or 93.9%, followed in order by Alberta (229,400), Saskatchewan (223,000), Manitoba (183,100), Nova Scotia (133,800), New Brunswick (103,600), Newfoundland (54,000), and Prince Edward Island (18,100).

## TEEN-AGE SHOWS

### NABF Readies Radio-TV Series

ANSWERING a request for "suitable entertainment for teen-age boys and girls," National Academy of Broadcasting Foundation will soon produce the first of a transcribed series of teen-age radio and TV programs, according to Alice Keith, chairman of the board of trustees.

The programs, planned to be free of violence and crime, are an outgrowth of a questionnaire sent by the foundation to all radio stations in the United States and Canada. The initial series will feature dramatized stories by famous authors.

The foundation was established recently when representatives of government, education, the arts and radio decided that action was needed to offset "the large number of radio and TV programs with crime situations." About 200 stations have assured the non-profit body of support, according to the chairman. Stations will be asked to defray costs of mailing and handling the tape recordings, in addition to paying a yearly membership fee of $25.

## PAB MEETING

### Board Acts on Proposals

BOARD of directors of the Pennsylvania Assn. of Broadcasters, meeting for the first time since it held election of officers earlier this month, has taken further action on resolutions calling for a state radio coverage study and appointment of a committee to look into mounting charges for athletic broadcasts [BROADCASTING, June 12].

The board met at the Harrisburger Hotel in Harrisburg, Pa., June 22, with President Vic Diehm, WAZL Hazleton, presiding. The directors voted to set the next annual meeting in the eastern part of Pennsylvania the first weekend of June in 1951, and to hold four sectional meetings shortly on current resolutions.

At the recent meeting a special board committee was named to confer with executives of the Pennsylvania Interscholastic Athletic Assn. for the purpose of discussing what PAB feels are "excessive fees" charged for broadcast of "schoolboy sports." Stations will be sounded out by the special committee on proposals.

J. S. Booth will meet with Southeast stations at York, Frank Smith with Western stations at Pittsburgh, Tom Metzger will preside at Lewistown, and Mr. Diehm will preside in the Northeast.

The board also ratified the president's committee appointments and instructed Mr. Diehm to contact state universities on the proposed radio survey plan in cooperation with Penn State College.

Others attending the recent sessions were Mr. Booth, WCHA Chambersburg, vice president; David J. Bennett, WKBO Harrisburg, secretary; Mr. Smith, WBVP Beaver Falls, past president. Directors include Roger Clipp, WFIL Philadelphia; Mr. Metzger, WMRF Lewistown; Charles Denny, WERC Erie; James Murray, KQV Pittsburgh; and C. G. Moss, WLTR Bloomsburg. Absent were George Joy, WRAK Williamsport, treasurer, and George Coleman, WGBI Scranton.

FOSTER HEWITT, Canadian sportscaster, has leased seven acres on Toronto Bay island for his new 250-w station on 1400 kc.


CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

# programs promotion premiums

**DUTCH FAIR** ● ● ●

WEEU Reading, Pa., July 1-4. Demonstrations of cooking, spinning, playing and singing as done by Pennsylvania Dutch aired during group's annual fair. Highlights of all activities, as well as regular broadcasts by Gilbert Snyder, dialect storyteller, aired direct from fairgrounds. Ads in papers and signs at fair in Pa. Dutch language boost WEEU as most powerful station in area.

**'NAME' PROMOTION** ● ● ●

CHVC Niagara Falls, Ont., having top artists recording for Capitol Records make station breaks on special acetate disc. Artists say, "This is ____ saying you are listening to the station that features the most famous artists in the music world, CHVC Niagara Falls."

**UNIQUE GRADUATION** ● ●

WOIC (TV) Washington June 29, 7 p.m. telecast graduation exercises of group of professional models trained by Lucky North Studios expressly for TV. Models received diplomas in traditional caps and gowns, and later appeared in evening dresses.

**STEERS FOR WINNERS** ● ●

WSGN Birmingham, Ala., and *Birmingham News* awarded 16 calves to 4-H and FFA boys and girls who had raised and shown champion steers at county fairs throughout state. Awards presented at State Fair.

**COMMUNITY NEWS** ● ● ●

WGKV-AM-FM Charleston, W. Va., *This Is Your Town*, public service series, daily, 6:15 p.m. On-the-scene broadcasts from machine shops, offices, schools, churches and mines trace growth of cultural, industrial and business development in city. Series copyrighted, and station plans to run it for five years.

**BENNY IN SCRANTON** ● ●

WGBI Scranton, Pa., managed to work in program including Jack Benny during his recent tour of city. Mr. Benny launched *Life* campaign to raise $2 million for industrial rehabilitation (Lackawanna Industrial Fund Enterprise); spoke before Chamber of Commerce luncheon; attended party in his honor, and performed before crowd of 7,500 at Catholic Youth Center.

**SAFETY CONTEST** ● ● ●

WDNE Elkins, W. Va. Three-month general safety contest sponsored for young people of Elkins and some two dozen surrounding communities. Campaign promoted on Jack E. Struthers' *Jackson's Jukebox* program. Incentive: Prizes donated by Elkins merchants. Program, ending with school graduation exercises, to be resumed in fall.

**QUOTES BMB FIGURES** ● ●

KNBC San Francisco. Direct mail promotion piece quotes comparative BMB figures and analysis stating: "More people listen—more often—to KNBC than to any other station in San Francisco Bay area." Station sums up KNBC as No. 1 advertising medium in N. California.

**FOOTBALL TIE-IN** ● ● ●

WXGI Richmond, Va., prints special football schedule booklets for bus and rail stations in city. Also miniature WXGI footballs distributed. Tie-ins with exclusive broadcast rights of all U. of Richmond home and away football games in fall.

**WORLD IN MUSIC** ● ● ●

WCAU-TV Philadelphia, *The Yellow Cab Revue*, Tues., Yellow Cab. Co. Agency: Al Paul Lefton Co., Phila. Half-hour live and film review, featuring Stan Lee Broza, m.c. Imaginary world tour with musical films depicting world countries and settings introduced by Mr. Broza.

**CHILD SAFETY** ● ● ●

WWDC Washington running spot announcements through summer, recorded by members of school safety patrols. Spots warning motorists to "Watch out! School's out!" Aired three times daily under auspices of Board of Education and American Automobile Assn.

**POLL RESULTS** ● ● ●

WGAR Cleveland sends clipsheet from *Cleveland Press* showing results of recent *Press* radio poll. Station placed first in 12 of 14 categories, receiving 46 out of possible 84 points. Clipsheet shows pictures of station's winning talent, headed, "Top performers make imPRESSive showing!"

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**NO SUMMER HIATUS**

KEEPING its name before public during summer months, Carlton Woolen Mills, Rochdale Mass. has come up with novel advertising over WTAG Worcester, Mass., morning show, *Julie 'n' Johnny*. Rather than attempt to sell woolen yarn goods during hot weather, company profiles one of its employes—giving his interests, hobbies, service to company and contributions to making of fine woolens—each day. WTAG says campaign humanizes business, strengthens employe-employer relations and keeps name of Carlton in fore year round. Employes, notified when name is to come up, have radios available at plant to hear program. Firm has never had labor trouble, WTAG adds.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**DEAF PARTICIPATION** ● ●

WFBM-TV Indianapolis, Ind., *Test the Press*, weekly. Quiz show regularly features panel of newspaper men and women. June 22 group from Indiana School for the Deaf participated, translating questions and answers into sign language for benefit of fellow students watching on TV set recently installed in school.

**FROM HORSE'S MOUTH** ● ●

KMOX St. Louis sends trade green folder with pictures of smug jockey on cover headed, "It's no news to us . . ." Inside is picture of astonished newsmen watching horse say, "KMOX is the six-to-one winner!" Commentary furnishes data from Pulse surveys indicating station's listener leadership.

**NEWS LOG** ● ● ●

WSTV Steubenville, Ohio, special news show, June 19. Details of kidnapping of three Penn. people by man from Mingo Junction, Ohio, aired by station almost coincident with happening. Story broke at 5:15 p.m., and first news was on WSTV at 6 p.m. Kidnaper was slain and his victims recovered by 7 p.m. with interviews with victims aired at 7:20. Station notified wire services of events.

**INFORMAL INVITATION** ● ●

KTRE Lufkin, Tex., invites trade to get acquainted with Lufkin via small brown folder. List of city's industries, its location, interesting facts about its population and Conlan radio report summary are included. Pictures of two leading industries also appear.

**PRE-PRIMARY** ● ● ●

WBT Charlotte, N. C., *Smith vs. Graham, Unrehearsed*, June 23, 9:30-10 p.m., public service. In view of intense interest in N. C. senatorial primary, WBT presented debate between managers of two candidates day before run-off. Jack Knell, station's news director, was moderator.

**PERFECT LISTENERS** ● ●

WMT Cedar Rapids, Iowa, discovered it has "perfect audience," one in which all 800 members stay home every night and radio is sole entertainment. "Family" is made up of men at Iowa Reformatory, Anamosa. Inmates took their own Hooper and found eight of nine most popular shows came from WMT, station reports.

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NATIONAL Cancer Foundation's radio and TV chairmen for 1950 will be Ilona Massey and John Reed King, for radio, and Kathi Norris and Morey Amsterdam, heading the TV division.

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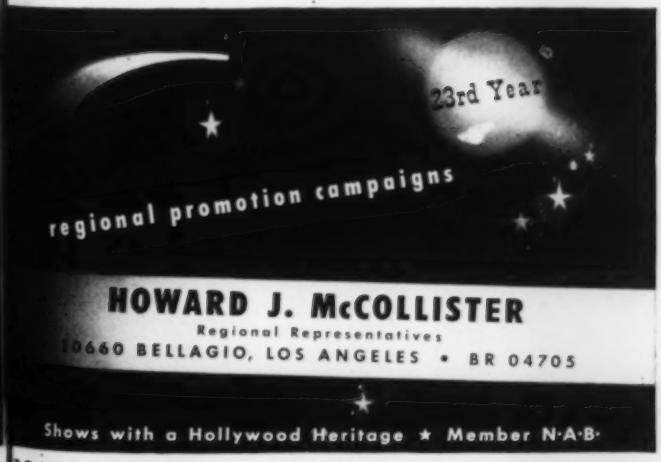
23rd Year
regional promotion campaigns
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Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

*Mr. Art Lund*
*Campbell-Mithun, Inc.*
*Minneapolis, Minn.*

*Dear Art:*

*Here at WCHS arr Don Evans Show has become so doggoned popular thet we jest hed ter extend his time on th' air! Yessir, th' boy has done a tee-rifick job uv sellin' thin's fer arr advertizers, so th' brass decided ter give him more time ter do his sellin'. Don has been agoin' on th' air at 7:15 ever mornin', but now he's gonna start th' day off at 5:30. Thet means an hour an' a half more uv th' Don Evans Show thet'll be thar fer sell thin's fer fellers like you, an' boy oh boy how does he sell! Folks all over th' terrytory covered by WCHS 5000 watts is atalkin' 'bout Don an' quotin' his remarks — specially what he says 'bout th' thin's he's asellin'—an' when thet happens, yer in! Jest tho't yer'd like ter know 'bout this, Art! It's a hot tip!*

*Yrs.*
*Algy*

**WCHS**
**Charleston, W. Va.**



***I want my own copy of***

ONE YEAR—$7

☐ I enclose $7.00 ☐ Please bill me

NAME

COMPANY

ADDRESS

CITY ZONE STATE

**BROADCASTING**
The Newsweekly of Radio and Television
**TELECASTING**
Nat'l. Press Bldg., Washington 4, D.C.


# air-casters

**DICK COVEY,** manager KJFJ Webster City, Iowa, to KRNT Des Moines as program director.

**MAX KARL** retained on freelance basis as special consultant in public affairs programs for WTCN-AM-TV Minneapolis.

**OSCAR HUFF Jr.,** WLAP Lexington, Ky., to WSAM Saginaw, Mich., as production director.

**HENRY S. BASAYNE,** KSJO San Jose, Calif., to KCBS San Francisco as promotion writer.

**JOEL CHASEMAN,** public relations director WAAM (TV) Baltimore, also named assistant program manager. **CHARLOTTE DARSCH** named traffic manager. **JEAN FOREMAN** joins program department.

**ART PEDERSEN,** staff announcer WKDN Camden, N. J., appointed program director. **HARRY SMITH,** staff announcer, named assistant program director.

**BERT GOLD,** WICU (TV) Erie, Pa. two years ago, to WTVN (TV) Columbus, Ohio, and WICU as producer-consultant. Stations owned by **Edward Lamb.**

**NORMAN TULIN,** announcer WDEV Waterbury, Vt., to morning summer substitution announcer WEEI Boston. **GENE VAILLANCOURT,** announcer WLLH Lowell, Mass., also to WEEI summer relief.

**TOM LEWIS** to summer staff WKAN Kankakee, Ill.

**JIM McNAMARA** returns to WALA Mobile, Ala., as m.c. of *McNamara's Bands,* after 15 months in office equipment field.

**MICHAEL D'ANGELO,** staff announcer WWHG Hornell, N. Y., to similar post WMGW Meadville, Pa., where he also will attend college.

**TEX WILLIAMS,** singer, to KNBC San Francisco's *Western Caravan,* Sun., 3:30 p.m. PDT.

**EMERSON SMITH** named to handle man-on-the-street show KDYL-TV Salt Lake City, 3-3:30 p.m., Tues., Thurs.

**EDWARD BARRET,** musical director WHAS Louisville, takes leave of absence to join faculty of Berkshire Music Center, Tanglewood, Mass., July 3-Aug. 13.

**JOE GUIDI** appointed production manager WXGI Richmond, Va.

**MEL HALLOCK,** special events director WMT Cedar Rapids, Iowa, to KMON Great Falls, Mont., as program manager succeeding **JON DUFFY.**

**WILLIAM G. COBLE,** radio student U. of N. C., to WFNC Fayetteville, N. C., for summer relief work.

**TOM ROBINSON,** announcer CKWX Vancouver, to CBR Vancouver announcing staff.

**GOMER R. LESCH,** production director WICU (TV) Erie, Pa., to WFMY-TV Greensboro, N. C., as program director succeeding **TED AUSTIN,** resigned.

**BEV WATSON,** graduate Pasadena Radio Institute, Pasadena, to staff KOKO La Junta, Col.

**JIM DACEY,** announcer, WRAK Williamsport, Pa., to WBNY Buffalo as staff announcer.

**PEE WEE KING,** bandleader over WAVE-AM-TV Louisville, Ky., awarded *Orchestra World's* title of "Best Western Bandleader of 1950."

**HANK SYLVERN,** musical director CBS-TV *This Is Show Business, Suspense,* and others, named director of music on *Corliss Archer* kinescope series on CBS-TV.

**HAL MORELLI,** graduate Pasadena Radio Institute, Pasadena, to KOCS Ontario, Calif.

**E. POWER BIGGS,** organist WEEI Boston, Sun., 9:15-9:45 a.m., rated first in soloists category among radio organists in *Musical America's* poll of music critics. Fifth consecutive time he has won award.

**ROBERT C. NELSON,** news editor-commentator WEAW (FM) Evanston, Ill., to WBEN-AM-TV Buffalo, N. Y., announcing staff.

**HARLOW WILCOX,** announcer, signed by Jerry Fairbanks Productions, Hollywood, to narrate radio and TV spot commercials for Oldsmobile.

**R. S. LAMBERT,** supervisor school broadcasting CBC, Toronto, awarded Canadian literary awards for his new children's book, *Franklin of the Arctic.*

**JERRY LAWRENCE** named announcer new CBS-TV *Truth or Consequences* show starting Sept. 7.

**WES BATTERSEA** starts new two-weekly quarter-hour *Let's Go Places,* roving microphone program, on KNX Los Angeles.

**DAN SEYMOUR,** m.c. CBS *Sing It Again,* awarded national Certificate of merit by American Veterans of World War II for "manifold public service and charitable activities . . ."

**WALLY O'HARA,** m.c. *Rhyme Does Pay* WEEI Boston, father of girl, Susan, June 17.

**ERNEST MUTIMER,** announcer CJRL Kenora, to CBX Edmonton announcing staff. **ROBERT McKAY,** announcer CJCA Edmonton, to CBX as summer relief operator.

**MURRY WAGNER,** CBS Hollywood announcer-actor, father of girl, June 23.

**VOCALAIRES,** chorus on WLAW Lawrence, Mass., awarded grand prize as outstanding mixed chorus at North Shore Music Festival, Lynn, Mass.

**BRYSON RASH,** director special events WMAL-AM-TV Washington, named chairman of subcommittee on TV for Community Chest Federation for Washington 1951 Red Feather Campaign.

**ART HELLYER,** announcer WCFL Chicago, father of boy, June 13.

**FLORENCE FOLSOM,** continuity editor WIND Chicago, and Arthur Woeckner married June 17.

**BURTON JAY,** head KECA-TV Los Angeles scenic department, father of girl, Pamela Ann, June 9.

## *News . . .*

**JOHN B. KENNEDY** rejoins ABC as five-weekly, 10:45 a.m., commentator. Continues to assist network in covering news events.

**NICK CAMPOFREDA,** announcer WAAM (TV) Baltimore, appointed sports director.

**RAY RAMSEY,** Pasadena Radio Institute graduate, to KREM Spokane, Wash., as news editor-staff announcer.

**BRAVEN DYER,** sports writer, starts weekly quarter-hour (TV) sports show, *Turf Topics,* on KTTV (TV) Los Angeles.

**ALLEN SANFORD,** staff member North Haven *News-Review,* New Haven, Conn., to reporting staff WAVZ same city.

**NANCY PORTER,** student U. of Neb. to summer relief in sales, traffic and continuity departments KBON Omaha on "In Service Scholarship."

**JIM ALDRICH,** news writer NBC Chicago, to Europe for three-month tour. **FRED WHITING,** teacher Northwestern U. and former NBC news staffer, replaces.

**ED GLACKEN,** news and sports director WKRT Cortland, N. Y., father of boy, June 25.

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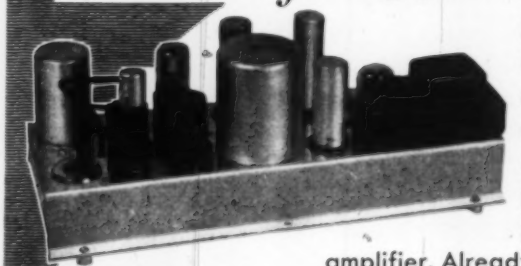
NBC, through facilities of WSM Nashville, currently airing eight programs from Cumberland Forest Festival at U. of the South, Swanee, Tenn.


***REMOTE for $59.00***



Entirely new—the Gates SA-13 amplifier may be used as a remote amplifier, preamplifier, line amplifier or isolation amplifier. Already hundreds in use.

A quality product through and through and priced low because of mass production. Stock availability.

**THE GATES RADIO COMPANY, Quincy, Ill., U.S.A.**

## WVET TRANSFER

### FCC Orders Hearing

HEARING has been ordered by FCC on the application of WVET Rochester, N. Y., for consent to transfer control of the station to the Security Trust Co. there. FCC indicated it wished full data on a Nov. 1, 1949, loan and stock hypothecation agreement and to determine whether "rights and responsibilities" had been delegated without Commission approval.

Scheduled Aug. 14 at Rochester, the FCC hearing involves the request to transfer control from 20 of WVET's 38 war veteran-owners to Security Trust which has loaned the station $111,000 [BROADCASTING, March 27]. WVET is assigned 5 kw on 1280 kc and is a Mutual outlet.

The transfer application stemmed from the station's inability to comply with all terms of the loan, it was stated. Upon payment of the loan another transfer application would be filed for return of control to the licensee, Veterans Broadcasting Co.

FCC stated it also wished to determine the amount of overlap between WVET and any other station which might be associated with the banking firm. Two directors of Security Trust are also directors of Stromberg-Carlson Co., owner of WHAM Rochester. They are Wesley M. Angle, honorary chairman of the board of Stromberg-Carlson, and Bernard E. Finucane.

## LINDOW NAMED

### Heads Michigan AP Group

LESTER W. LINDOW, general manager of WFDF Flint, Mich., has been elected president of the Michigan Associated Press Broadcasters Assn. He succeeds F. Granger Weil, executive vice president of WTTH Port Huron.

Other new officers elected are: First vice president, Arthur Middleton, news editor, WELL Battle Creek; second vice president, Robert W. Phillips, general manager, WSGW Saginaw; third vice president, Landon Young, news editor, WILS Lansing.


1930—1950

*20th Anniversary Year*

**46.0**

**"HOOPER"***

*(average 5 periods winter, 1950)

*proves the best buy*

*in*

**DANVILLE, VA.**

*is*

**WBTM**

Rep: HOLLINGBERY

5kw (d) ABC 1kw (n)


## Quick Results

FAST work in giving listeners results of Florida's May primary elections is the boast of WFLA-AM-FM Tampa. In the first election, with more than 30 candidates running for eight offices, the *Morning Tribune* stations took only one hour and 34 minutes to get final unofficial returns from all races on the air. In the runoff, with 10 candidates running for five offices, WFLA had the county's complete returns on the air 50 minutes after the polls closed. Results from all but one precinct were on the air 34 minutes after the voting ended, the *Tribune* reported.

## NAB SPOT SERIES

### New Announcements Issued

NEW series of spot announcements using radio to sell radio was sent last week to member stations by the NAB as a result of favorable response to the first series sent out several weeks ago by Robert K. Richards, NAB public affairs director.

The new announcements, in one-minute and 30-second lengths, illustrate radio's impact as a mass medium of communication and advertising. They provide comparative figures on the cut in cost of consumer goods brought about by the stimulation through advertising of mass distribution and mass production.

SECOND Radio, TV and Electronics Exhibit, sponsored by Philadelphia Radio Service Men's Assn., will be held at Broadwood Hotel, that city, Sept. 25-27.

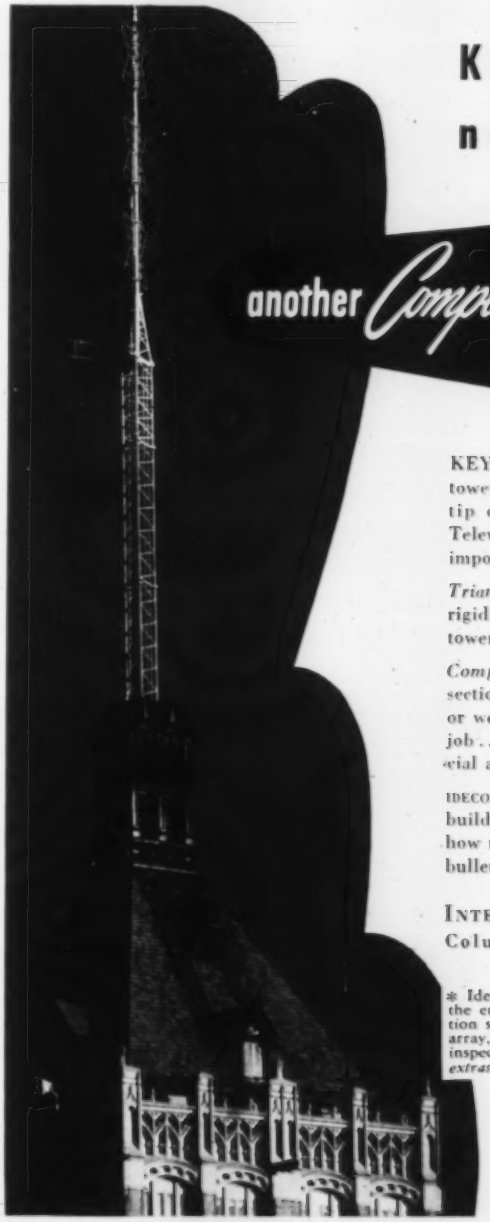
## RADIO CONTACTS

### Iowa Oilmen Discuss Media

ROUND-TABLE discussion on "Making the Most from Radio Contact," led by Jack Kerrigan, WHO Des Moines program director, highlighted a meeting of the Iowa Oil Industry Information Committee June 14 at the Hotel Savery, Des Moines.

Attended also by Robert H. Harter, regional sales manager for WHO, the meeting included discussion of plans for promotion of "Oil Progress Week," Oct. 15-21. All media, including radio and television, will be used in the observance, according to A. M. Skoglund, Des Moines, state manager of the Texas Co. and chairman of the Iowa Oil Industry Information Committee.

KATO Reno, Nev., moves to new offices in Mates Hotel.

**KEYL...San Antonio's newest TV STATION**

another *Completely Engineered** TOWER by IDECO

KEYL tops the Transit Tower Building with a 62-foot triangular tower that is completely IDECO engineered..from base to the tip of the 3-bay superturnstile TV antenna. San Antonio Television Company selected IDECO for this job for two very important reasons:

*Triangular-Section Safety*—IDECO triangular design provides extra rigidity and freedom from distortion..the sectionalized KEYL tower was erected to withstand a 30-pound wind load.

*Complete Engineering**—IDECO towers are built of prefabricated sections which go together easily and quickly..no field cutting or welding necessary. IDECO engineering covers everything on the job..transmission lines, service ladders, platforms and any special accessories required.

IDECO radio towers have an outstanding safety record. Before you build or buy a tower—for AM, FM, TV or all three—investigate how IDECO can relieve you of all responsibilities. Write today for bulletins RT-46 and SSRT-1.

INTERNATIONAL DERRICK & EQUIPMENT COMPANY

Columbus, Ohio • Torrance, California

* Ideco engineering covers the entire job, from foundation specifications to antenna array, including erection and inspection after erection. *No extras to buy.*

IDECO TRIANGULAR SECTION towers

AM · FM · TV

# • CLASSIFIED ADVERTISEMENTS

**PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.**

***BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.***

## Help Wanted

### *Managerial*

**Opportunity** for sales organization manager. WNEW type operation, independent station experience, car, necessary. 1000 watt fulltime up-state New York station going 5000. Write full qualifications. Box 576F, BROADCASTING.

**Manager for**—Midwest MBS affiliated station. AM and FM. Only station in town of 25,000. Newspaper affiliated. Must be thoroughly experienced all phases and definitely sales minded. Write complete information including availability and recent photo. Right man can acquire interest. Write Box 606F, BROADCASTING.

### *Salesmen*

**Wanted salesman** for 1,000 watt station in southern city of 200,000. Drawing account and commission. Box 599F, BROADCASTING.

**Wanted,** two radio time salesmen, experienced, proven performance in previous position, salary plus commission commensurate with ability. Box 609F, BROADCASTING.

**Wanted Sales Executive:** A genuine opportunity is offered by one of the nation's most successful regional networks. We need an aggressive (but not high pressure) salesman to handle regional sales. Our network has been established for ten years and we cover five intermountain states. A substantial salary plus incentive arrangement. Please give complete information in your application. Box 616F, BROADCASTING.

**Wanted: Time** salesman with car. Excellent opportunity immediately. Send details and photo to WCNB, Connersville, Ind.

**Salesman-writer wanted.** Emphasis on selling. Market competitive, but good. Salary and commission. WFEB, Sylacauga, Alabama.

### *Announcers*

**Disc jockey** for major market—Want man with excellent voice, solid on commercials. Comics and gimmick men not our type. Not less than $10,000 per year guaranteed—from there, you're on your own. Give full radio background in letter; if it scans good, we'll ask for disc. Box 566F, BROADCASTING.

**Announcer-**engineer 1st class ticket experienced and with good voice. $50.00 to start. Network station in West Virginia. Ideal working conditions. Box 575F, BROADCASTING.

**First class engineer** who can do first class announcing job wanted by Minnesota station. Must be able to do good job on newscasts. Experience necessary. Prefer man interested in radio sales work. Box 589F, BROADCASTING.

**Announcer,** experienced man for 50 kw network station. No specialist, but top all-round staff man is our need. Box 595F, BROADCASTING.

**Newman,** top-flight editor, reporter, newscaster. Local news gathering and writing experience essential. 5000 watt mid-western network affiliation. Include full details and state salary expected. Confidential. Box 610F, BROADCASTING.

**Experienced announcer,** a man who has had at least one year's experience. Insurance plan, vacation with pay. Full details first letter. Please don't apply unless you are a good man for the job and want to make a salary commensurate with your ability. Manager WLEC Sandusky, Ohio.

**Experienced** announcer with first class license. Good deejay, news, commercials. Boston, New York, Southern accents not acceptable. Tell all first letter. WTXL, West Springfield, Mass.

**One announcer** and one engineer-announcer immediately. Send disc. State salary. WVOT Wilson, N. C.

## Help Wanted (Cont'd)

### *Technical*

**Southern** station desires combination engineer announcer. Send full details of education, experience and references. State salary desired. Enclose transcription. Box 574F, BROADCASTING.

### *Production-Programming, others*

**Top-notch** farm director-announcer. Must have experience, sincere, informal style, be interested in farming. $90.00 North Carolina. Send disc of farm news, commercials, photo, background, references. Box 592F, BROADCASTING.

**Continuity director,** female, experienced. Some air work. Send disc, photo, copy sample. Larry Filkins, KSCB, Liberal, Kansas.

## Situations Wanted

### *Managerial*

**Sales manager** with brilliant record of achievement seeks change with equitable returns for maximum billing all year round. Box 600F, BROADCASTING.

**Manager,** commercial manager. 14 years experience radio and television. Two years station manager—8 years divisional sales manager for major network. Highest references include top radio, television, agency and client executives in East, Middlewest and Southwest territories. University graduate, age 38, married, three children. Now employed in executive capacity. Interested in permanent location preferably Florida or West coast. Write Box 621F, BROADCASTING.

**All-round** station man, strong on sales and ideas. Now managing, but handicapped. Satisfaction guaranteed. Write P. O. Box 358, Sylacauga, Alabama.

**Sixteen** years radio experience, desire permanent manager's job in Southeast. Four jobs previous, three networks. Wife and daughter. Am now employed. 317 Revel Drive, Florence, S. C.

### *Salesmen*

**My** daytime station only earned over half-million net in six years. Let me do it for you thru sales, programming, publicity, promotion. Box 601F, BROADCASTING.

**Salesman**—young (27) family man. Six years experience, including program director, copy chief, two established midwest five kilowatters. Also program director independent. Some sales. Clean cut, highest character, good references. Box 614F, BROADCASTING.

**Salesman:** Adult, family, experience, "know how." Desires opportunity to make money. Not interested in politics, teaching Sunday School, or managing station. Box 629F, BROADCASTING.

### *Announcers*

**Announcer,** former staff 5000 watt NBC affiliate. Two years college. Produced, sang, emceed amateur shows in Chicago nite clubs. Graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Consider all offers. Box 420F, BROADCASTING.

**Sportscaster-announcer.** Experienced all play-by-play sports. University graduate. Available now. Box 445F, BROADCASTING.

**Experienced** and versatile announcer-continuity writer. Complete details upon request. Box 473F, BROADCASTING.

**Desire** position competent organization. Nine years radio. Accounting and announcing. Box 503F, BROADCASTING.

**Chief announcer**—Family man desires immediate opportunity. Audition disc, resume. Box 506F, BROADCASTING.

## Situations Wanted (Cont'd)

**Announcer,** three years college, NBC trained, 28, married. Photo and disc on request. Box 533F, BROADCASTING.

**Sportscaster**-announcer—College grad, player background, play-by-play, commentary, young, ambitious. Box 550F, BROADCASTING.

**Sportscaster**—Available football season. Experienced, employed, seeks year-round sports deal larger station, market area. News, special events, copy, control op. Aircheck discs. Min. $75 week plus talent. Box 570F, BROADCASTING.

**Still looking** for that first break as announcer, disc jockey. Single, ambitious. Disc available. Box 573F, BROADCASTING.

**Showman** sells shows, sings, announces, speaks Italian, earned B. A. Experienced, wants work. Box 578F, BROADCASTING.

**Capable** sales producer. Proven ability, able announcer, BA, wants opportunity. Box 579F, BROADCASTING.

**News.** Experienced newscaster, reporter and writer. Authoritative, polished news style. University graduate. Excellent references and background. Box 581F, BROADCASTING.

**Announcer sportscaster,** ten years experience in play-by-play baseball, basketball, football, and hockey. Commercial announcing plus special events experience. Interested in permanent location affording a full sports program. Box 583F, BROADCASTING.

**Sports announcer** and DJ. 3 years experience. Married, steady, healthy. You'll like my work. Box 584F, BROADCASTING.

**If you're interested** in sports annor. and DJ who will make your listeners personal friends, look into this! Box 585F, BROADCASTING.

**After 3 years** as sports annor. and DJ, I took the Dale Carnegie Course! What more could you ask! Box 586F, BROADCASTING.

**Newsman**—Morning news editor 5 kw midwest net affiliate, retrenched out of job. Single, 22, college graduate. Excellent reference. Box 587F, BROADCASTING.

**Sportscaster,** specializing play-by-play, fast moving sports round-up. Network station experience all phases of announcing. Available immediately. Reliable family man, no drifter. Box 588F, BROADCASTING.

**Attention** midwest, southwest stations. Versatile announcer, 24, two years experience 20,000 watt FM station; college degree. Acting, directing, other prime assets. Disc, photo on request. Box 591F, BROADCASTING.

**Radio-television** personality. Original, versatile. Results proven. Permanent, reliable, ready. Box 594F, BROADCASTING.

**Got Hooperdroop?** Perhaps I can help you. Seven years on the air in the Midwest, and looking for the right break. Please try me. Box 596F, BROADCASTING.

**Employed experienced announcer** wants job with progressive station offering advancement possibilities. 4 years college radio, 8 years commercial radio. Experienced as announcer, producer, director, program director, commercial copy-writer, script-writer and music director. Also professional musician. Dependable, conscientious, interested in radio, no floater. Salary required $300. Box 598F, BROADCASTING.

**Sports announcer.** Ten years top play-by-play, sportscasts. Box 607F, BROADCASTING.

**Shot in the arm** comic disc jockey. 8 successful years. Audience getter. Combination, employed, married. $80. Box 608F, BROADCASTING.

**Announcer,** 25, single. Wants fulltime job announcing. Trained by NBC. Salary no object. College background. Travel anywhere east or south. Box 611F, BROADCASTING.

**Good announcer,** over 5 years' experience, wants program director's position. Good copy writer, can handle all type shows. Good references. Presently employed. Box 619F, BROADCASTING.

## Situations Wanted (Cont'd)

**Personality** D.J. and quality announcer with license available immediately. Top recommendations. 4 years experience, genial, reliable, married, car. Will phone. Box 620F, BROADCASTING.

**Announcer** writer—experienced, newscasts, disc shows, quiz shows, commercials. Two years experience commercial and AFRS. Resume and disc upon request. Box 622F, BROADCASTING.

**Attention New England,** conscientious young announcer with human quality wants experience! Do sports and news. Phone NI 9-8063 NYC or write Box 628F, BROADCASTING.

**Announcer,** writer, presently employed 2½ years experience. 30 years old, will work anywhere. Budd Duvall, WTBF Troy, Alabama.

**Announcer,** college graduate, 1 year staff N. Y. FM station. Money no object but security is. Will travel. Write Hal Brenett, 902 Lincoln Place, Brooklyn 13, N. Y., or call PR 2-8497.

**Versatile** announcer, ready to travel. Experienced in all phases of staff announcing. Thomas Clark, 9300 N. Crawford Ave., Skokie, Illinois.

**Ability available.** We have well-trained personnel who have had actual experience in metropolitan stations as announcers, actors, commercial writers, disc jockies, producers and script writers. Give us your requirements and we will send resumes, photos and disc. Write or wire collect. Columbia Institute, 9th and Chestnut St., Philadelphia 7, Pa.

**Staff announcer,** 25, single, capable, versatile. College graduate. 2½ years net and independent experience. Will travel. Want permanent position. Jack Edwards, 11402 Superior Ave., Cleveland 6, Ohio.

**Announcer:** 24, single, ambitious, specializing in personality disc shows, will do general staff and sports work. Training: College two years, graduate School of Radio Technique, N. Y. Contact Milton Friedman, 130 Watson Ave., Newark, N. J.

**Announcer,** nineteen months experience Mutual affiliates and independent. Age 25. Operate console. M. Gulla, 5009 S. Talman Ave., Chicago 32. Republic 7-5791.

**Sell more** with Martin. Very strong news and commercial sell; good narrative, sports, disc style. Top references. Pennsylvania, Ohio, West Coast. Write Jay Martin, c/o Sperling, 618 W. Roscoe, Chicago 13, Ill.

**Announcer,** experience 2 years, available immediately. Will travel. Norman Morris, 5829 Woodbine Ave., Philadelphia, Pa.

**Newsman,** two years experience writing, rewriting, reporting, editing newscasting on 5,000-watt educational station. Iowa University graduate, school of journalism. Ambitious, reliable. Write or phone, Ken Reyhons, Solon, Iowa.

### *Technical*

**Engineer**—Employed. Must have job near Philadelphia. Married. Have car. Box 399F, BROADCASTING.

**Engineer,** 30 months experience. Interested also sales and announcing. Excellent references. Box 531F, BROADCASTING.

**Chief engineer,** long and extensive experience all branches of AM and FM broadcast engineering including directionals. Ready for TV. Outstanding references. Box 541F, BROADCASTING.

**First phone** license. Experienced, married, car. Want to work in New York, New Jersey or Pennsylvania. Box 564F, BROADCASTING.

**Engineer, young,** 1 year broadcast experience, trans. and control. Unemployed. Box 603F, BROADCASTING.

**Recent graduate.** 1st phone, veteran, married, reliable. No experience, school only. Write for information. Box 605F, BROADCASTING.

**Engineer**—presently employed, 2½ years broadcast experience. Graduate RCA Institutes, N. Y. C., interested in obtaining position offering chance for wider experience, better opportunity for advancement. Box 612F, BROADCASTING.

## Situations Wanted (Cont'd)

**Engineer**—three years broadcasting experience, maintenance, operation, and construction. No bad habits, no drifter, desires good paying position. Box 613F, BROADCASTING.

**Chief engineer**, ten years experience, desires position and investment in southern local station. Please give details. Box 618F, BROADCASTING.

**Technician**, 1st class telephone, young, ambitious, graduate leading engineering school. Box 623F, BROADCASTING.

**Technician**, telephone 1st class. Conscientious, stable, sober, graduate Delehanty Institute. Box 624F, BROADCASTING.

**Engineer**, first phone, seeking radio or television position. Single, will travel. Box 625F, BROADCASTING.

**Engineer**, 1st phone, single, car. 2 years experience operation and maintenance AM/FM transmitter. Studio, remotes, tape and disc recordings. Box 626F, BROADCASTING.

**Engineer**, first phone, seeking radio or television position. Eight months kilowatt transmitter experience. Graduate SRT-TV, single, car, will travel. Box 627F, BROADCASTING.

**Fully qualified** engineer seeking staff position with large station or chief engineer with smaller station. Experience: staff engineer with fifty kilowatt FM (546 kilowatt ERP), five kilowatt AM, five kilowatt TV. Chief two fifty watt AM last position. Graduate CREI Resident School course, Specialized Broadcast Engineering. Experienced announcer. References, prefer south. Car. Twenty-five. Married, expecting. Les Bryan, 1025 S. 9th Ave., Birmingham, Alabama.

**1st phone**, Vet, 32, excellent technical background, 6 years communication experience, limited broadcast. Prefer Penna. consider others. Albert Merritts, 525 W. 20th St., Tyrone, Penna.

**First phone license**, experienced. Married, car. Want permanent position with northeast station. Jim Turner, 224 College Street, Oxford, North Carolina.

**First phone**, inexperienced, graduate AM-FM-TV, single, desires position, will travel. Write Michael Ugenti, 32-43 Street, Long Island City, N. Y.

**Do you want** a good, hard working, sober, licensed, radio man who has had thirteen years experience in all phases of radio broadcasting? 250 to 50,000 watt stations inclusive, who can give the best references and recommendations as to character and technical ability. Jack E. Volk, 1807 - 5th Ave., Rock Island, Ill.

### *Production-Programming, others*

**Experienced promotion** man, presently employed, wishes to devote fulltime to promotion at a well established station. Box 459F, BROADCASTING.

**Program director**—Six years experience, programming, production, sales, announcing, copy and traffic. References and disc on request. Box 522F, BROADCASTING.

**News—thoroughly experienced.** Distinctive voice, delivery, writing. (5 yrs. newspaperman; 4 years radio). College graduate. Dependable. Permanent position news-conscious station, AM or AM/TV, that can afford top newsman, editor. Best references. Box 532F, BROADCASTING.

**Combination man** with good voice. Experience limited, but willing to learn. Will consider all offers. Box 580F, BROADCASTING.

**News writer**, continuity. University of Missouri, A.M. degree. Thorough training in news writing, newscasting. Prefer East or mid-west. Single. 27. Full details, write Box 602F, BROADCASTING.

**Continuity director** of regional indie with sales and publicity experience seeks advancement. Young. College graduate. Family. Top references. Box 617F, BROADCASTING.

## Television

### *Technical*

**Here's your man.** CREI graduate; first phone; 2½ years EE college; navy electronic technician exp. Seeking TV opportunity. Write Box 582F, BROADCASTING • *TELECASTING*.

**Motion picture** lab technician for TV station, have complete laboratory equipment, automatic processor etc. 15 years experience. Can move equipment anywhere, will consider contract. Make offer. Write Box 590F, BROADCASTING • *TELECASTING*.

## Situations Wanted (Cont'd)

### *Production-Programming, others*

**B. A.** talented, experienced seller, singer. Announcer seeks junior developmental, trainee position in advertising, TV, or AM operation. Box 577F, BROADCASTING • *TELECASTING*.

**Young Univ.** of Missouri graduate seeks opportunity with station, agency, or packager as writer-producer trainee. Presently employed large regional indie. Proven writing record. Sales and publicity experience. Ideas man. Family. References. Box 604F, BROADCASTING • *TELECASTING*.

## For Sale

### *Stations*

**Exclusive** East South Central small network affiliate. $20,000 down. Box 571F, BROADCASTING.

**Texas** daytimer. Only station serving two growing communities. Profitable. $42,500. Box 572F, BROADCASTING.

### *Equipment, etc.*

**Two complete** Western Electric Reproducer Groups in very good condition with equalizers, arms, rests and heads. 9A type both groups $100.00. Box 615F, BROADCASTING.

**For Sale.** Equipment in first-class shape, used in Western Electric 1 kw type 71 amplifier. 3-type 379-A and 1-type 279-A W.E. tubes, 1-G.E. power transformer. 2 Westinghouse power condensers and 1 Westinghouse 25 henry, 1-Workshops Associates type 3xA colinear antenna. For full descriptions and prices, write Gerald R. Chinski, Technical Supervisor, Radio Station KXYZ, 5th Floor Gulf Bldg. Houston, Texas.

**Western Electric** 20A-250 watt AM transmitter, tubes, 2 crystals 1230 kc, set spare tubes, clean and in excellent condition, complete with instruction book and diagrams. Best offer over $1250 takes it. REL-518B-D1 1000 watt FM transmitter, crystal 97.3 mgc. Complete with tubes, set spare tubes, instruction book and diagrams. Good condition, make offer. REL #600 FM broadcast modulation and frequency monitor, tubes, crystals 97.3 mgc, instruction books, make offer. WE110A limiter $200. RCA BA-3B amplifier $75. f.o.b. St. Louis. Radio Station WIL, Chase Hotel, St. Louis, Mo.

**Make offer** FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

**Test equipment.** 1 RCA 69A-Mi 7512 Distortion & Noise Meter. 1 Clough-Brengle Osc.—Mod. 79C-#1061. A-1 Condition, priced for quick sale. $250.00 C.O.D. WNAR, Norristown, Penna.

**Have several** used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

**For Sale**—Professional Fairchild recorder. Original cost $1300. Guaranteed perfect condition. Will sell for half price. National Academy of Broadcasting. 3338 16th St., N. W., Washington, D. C. DEcatur 5580.

**Blaw Knox** tower 189 feet, self supporting, base insulated, make offer, f.o.b. Dupo, Ill. Radio station WIL, Chase Hotel, St. Louis, Mo.

## Wanted to Buy

### *Equipment, etc.*

### Miscellaneous

**Davis Frequency Measurement** Service —111 S. Commercial, Emporia, Kans. Phone 2709.

## Miscellaneous

**JINGLES WANTED**
Writer Composer Producer
To furnish completely transcribed singing commercials. State if you have samples. Box 593F, BROADCASTING.

## Situations Wanted

### *Announcers*

Formerly heard on Mutual coast-to-coast, top-flite disc-jockey wants featured spot with program-wise station in any good metropolitan area. Seven years in Washington, D. C. and New York City radio means super-smooth delivery and really inside information on popular music and artists. Favorite recording stars all know me and love to guest on my show. Sponsors rave about the winning combination of an accomplished announcer and a program loaded with saleable extra-special features. A family man: I prefer a contract arrangement. May I hear from you? Box 597F, BROADCASTING.

## *School*

SRT • SRT • SRT • SRT • SRT

**SRT-Radio**
AMERICA'S OLDEST BROADCASTING SCHOOL
*Intensive full or part time*
**COURSES**
ANNOUNCING • ACTING
SCRIPT WRITING • ADVERTISING
*Outstanding Faculty of Network Professionals*
Co-Educational • Day or Evening
Small Classes
Approved for Veterans
*Write for Prospectus*
**School of Radio Technique**
RKO Bldg., Radio City, New York 20, N. Y.
228 South Wabash Ave., Chicago 4, Illinois

SRT • SRT • SRT • SRT • SRT

# FOR SALE!

## FM TRANSMITTER

RCA 10 KILOWATT

*and*

## FM ANTENNA

WESTERN ELECTRIC 54-A

*Write, Phone, or Wire*

STATION **WKY**

**OKLAHOMA CITY, OKLAHOMA**

# SOUTHWEST NETWORK OPPORTUNITY

**A long established network property located in one of the Southwest's rapidly growing and important markets. This profitable station has excellent fixed assets worth at least $100,000. Also some cash and accounts receivable included in purchase price of $125,000. Liberal financing arranged.**

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

*RADIO STATION AND NEWSPAPER BROKERS*

| WASHINGTON, D. C. | CHICAGO | SAN FRANCISCO |
|---|---|---|
| James W. Blackburn | Harold R. Murphy | Ray V. Hamilton |
| Washington Bldg. | 360 N. Mich. Ave. | 235 Montgomery St. |
| Sterling 4341-2 | Randolph 6-4550 | Exbrook 2-5672 |



XUM

## MONTANA NET

### KMON KOPR Now Linked

FORMATION of a new Montana interstate network, with future addition of other Montana outlets, has been announced by KMON Great Falls and KOPR Butte.

Both stations, affiliated with the Rocky Mountain Broadcasting System, will use the RMBS identification on their local and regional originations. Two-way line facilities between the outlets have been installed, officials said.

An hour-long broadcast last month marked inauguration of the network. Participants included Gov. John W. Bonner, Mayor Thomas R. Morgan of Butte and Mayor Truman Bradford of Great Falls. KOPR uses 1 kw on 550 kc, and KMON 5 kw on 560 kc.

## ANA SESSION

### Sept. Meet in Chicago

ASSN. of National Advertisers will hold its 41st annual meeting at the Drake Hotel, Chicago, Sept. 25-27.

In announcing the meeting, W. B. Potter, chairman of the ANA board of directors and director of advertising operations, Eastman Kodak Co., said that Wesley I. Nunn, advertising manager of Standard Oil Co. (Ind.), had been elected chairman of the Program Committee.

Two days of the session, in accordance with ANA practice, will be restricted to ANA members and invited advertiser guests.

MAJOR LEAGUE BASEBALL
*Rings the Bell for*
LIBERTY!

Millions of people listen to major league baseball over Liberty Broadcasting System . . . and major league baseball has made Liberty the largest baseball network in the history of radio!

LIBERTY BROADCASTING SYSTEM
Dallas, Texas


# allied arts

**HENRI RENE,** associate musical director RCA Victor popular records, appointed West Coast manager company's artist and repertoire section, succeeding **WALTER HEEBNER,** resigned.

**MEN'S FASHION GUILD OF AMERICA,** N. Y., offers fashion scripts and special recorded statements to stations on request without cost or obligation, beginning July 10. Address News Bureau of the Men's Wear Industry, 9 W. 57 St., N. Y.

**FRED DOVE** forms Hourglass Productions, Tombstone, Ariz., script service for radio TV.

**THE TANIS Co.,** Phila., marketing management and sales development organization, moves to 1420 Walnut St.

**FRANK SPEIGELMAN,** direct sales specialist, to Richard H. Ullman, Buffalo radio production company.

### *Equipment . . .*

**BEN FARMER** appointed sales manager Rauland Corp., Chicago manufacturer TV picture tubes.

**S. G. PATTERSON,** Canadian Radio Mfg. Corp., Toronto, named chairman transmitter division, Radio Mfrs. Assn. of Canada, and **C. G. LLOYD,** Canadian General Electric Co., Toronto, named chairman transmitter engineering committee.

**KENNETH L. HENDERSON,** Stromberg-Carlson Co., Rochester, N. Y., since 1935, appointed chief mechanical engineer of research division.

**GENERAL ELECTRIC Co.,** Syracuse, N. Y., announces following appointments: **R. W. FERRELL,** assistant general sales manager; **DAVID DAVIS,** sales manager TV receivers; **D. S. BELDON Jr.,** sales manager radio receivers; **E. J. HENDRICKSON** and **D. E. WESTON Jr.,** assistant sales managers TV receivers, and **G. O. CROSSLAND,** assistant sales manager radio receivers.

**RICHMART Co.,** L. A., produces portomatic television control, permitting viewer to tune set from anywhere in room. Instrument is wire connected and portable.

### *Technical . . .*

**MELVIN FELDMAN,** chief engineer WEW St. Louis, to WMAY Springfield, Ill., as chief engineer. WMAY to take air Aug. 15.

**PAT P. ROSANO,** general manager WERD Atlanta, Ga., to vacation relief studio control engineer WMGM New York.

**HERMAN R. GELBACH,** staff engineer KWSC Pullman, Wash., to KIRO Seattle transmitter engineering staff.

**ERNEST S. GELLMAN,** chief engineer WAVZ New Haven, Conn., elected to board of governors New Haven Foreman's Club.

**RICHARD ENGSTROM,** NBC Chicago TV engineer, announces engagement to Carla Johnson of La-Grange, Ill.

**THOMAS SMITH,** chief engineer WPKE Pikeville, Ky., is in Mt. Sterling, Ky., hospital following accident while en route to Kentucky Broadcasters Assn. meet.

**KENNETH GRANT,** cameraman WFAA-TV Dallas, and Lou Yarborough married June 3.

## KYA Wage Increase

NEW contract with KYA San Francisco, calling for a $5 weekly wage increase for staff announcers, increased vacation pay and other benefits, has been signed by AFRA. The $5 wage increase raises the KYA minimum to $90 weekly, which AFRA Counsel Harry Polland said was in line with stations of similar power and size in the area. Agreement on the new contract was reached just 20 minutes before an AFRA scheduled strike deadline.


*When It's* BMI *It's Yours*

*Another BMI "Pin Up" Hit—Published by Duchess*

SAY WHEN

*On Records:* Dick Haymes-Evelyn Knight—Dec. 27076; Richard Hayes—Mercury 5441; Owen Bradley—Coral 60240; Zee Cowan—Jim Burdette—Royalty; Terri Preston—Four Star*

(* soon to be released)

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.


## SGARRO CITED

### Receives 'Broadcasting' Awar

NICHOLAS SGARRO, of Manoa Pa., for the second consecutive yea has been awarded the BROADCASTING Award for outstanding effort in programming at Temple U. radio station, Philadelphia. Mr. Sgarro was cited for his program *The Song Is You,* which also took last year's prize.

In addition to the BROADCASTING Award, other citations presented by the university were: Milton Holmes and Robert Feldman, best announcer; Lester Auchmoody, Mac Millan Award for newswriting; Karl Scheyhing, administrative responsibility; Pete Yourl, special events coverage; Martin Pinckser Crowell Award for production. Prof. John B. Roberts, director of the Temple U. Radio Workshop, presented the awards.

## WBUD BACKSTAGE

### Chats With Theatre Star

BACKSTAGE broadcasting is placing WBUD Morrisville, Pa. in the footlights for a novel method of programming and, as Richard M. Hardin, general manager, puts it: "We are so proud of these programs because the sponsor is so happy with them."

The broadcasts, three times a week, originate from three separate theatres in the area. Fred Walker, WBUD production manager, plays the role of "Your Straw Hat Host" on the *Curtain Call* program, paying visits backstage to the cast with whom he chats informally. He began the program in the summer of 194 when his visits backstage at the Bucks County Playhouse every Monday night were sponsored by The Kerns Beverage Co., a Trenton, N. J., soft drink firm.

According to Mr. Hardin, the intimate chats with the stars—such as Sylvia Sidney, John Carradine, Ruth Chatterton, Francho Tone and a host of others who tour the summer circuit—caught on quickly with the radio audience and with the theatre world. This year, theatre interest has invited Mr. Walker and his recorder backstage at Lambertville Music Circus, Lambertville, N. J., and the Princeton (N. J.) Summer Theatre. *Curtain Call* now is heard at 7:15 p.m., Tuesday, Wednesday and Thursday from Bucks County, Lambertville and Princeton, respectively. Best of all, Mr. Hardin adds, Kerns sponsors all three.


Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL

## FCC Actions

*(Continued from page 67)*

**Decisions Cont.:**

quencies, power, emission and trans.

**American Bcstg. Co. Inc., Chicago**—Granted mod. license KA-4657 to change frequencies from 31.22, 35.62, 37.02, 39.26 to 26.19, 26.29, 26.39, 26.13, 26.47 mc—to be used with Stations WENR-AM-FM-TV.

**American Bcstg. Co. Inc., New York**—Granted mod. licenses KA-4654, KA-4653, KA-4648 to change frequencies from 31.22, 35.62, 37.02, 39.26 to 26.19, 26.29, 26.39, 26.13, 26.47 mc. to be used with stations WJZ, WJZ-FM, WJZ-TV.

**American Bcstg. Co. Inc., Los Angeles**—Granted mod. licenses KA-4643 to change frequencies from 31.22, 35.62, 37.02, 39.26 to 26.19, 26.29, 26.39, 26.13, 26.47 mcs—to be used with stations KGO-AM-FM-TV.

**American Bcstg. Co. Inc., San Francisco**—Granted mod. licenses KA-4642, KA-3014 to change frequencies from 31.22, 35.62, 37.02, 39.26 mc to 26.19, 26.29, 26.39, 26.13, 26.47 mc to be used with stations KGO-AM-FM-TV and KECA-AM-FM-TV

**KFEQ Inc. St. Joseph, Mo.**—Granted CP new remote pickup KA-7059.

**Canisteo Radio Corp., Hornell, N. Y.**—Granted CP new remote pickup KA-4793.

**KFTV Paris, Tex.**—Granted mod. of CP to change type trans.

**KENA Mena, Ark.**—Granted mod. CP for approval of ant. trans. and studio locations and change type trans.

**KRIC Beaumont, Tex.**—Granted mod. CP to change type trans.

**WRHC Jacksonville, Fla.**—Granted mod. CP to change type trans.

**Grand Forks Herald Inc., Grand Forks, N. D.**—Granted CP and license remote pickup KAA-632.

**KSUI Iowa City, Ia.**—Granted CP to make changes in existing noncommercial educational FM station and make changes in ant. system.

**KVTT Dallas, Tex.**—Granted mod. CP to change type trans.

**WARM-FM Scranton, Pa.**—Granted mod. CP for extension of completion date to 10-15-50.

**Griffith-Buenning Bcstg. Co., Atchison, Kan.**—Granted CP new remote pickup KA-7025.

**WFSI Lakeland, Fla.**—Granted CP to reinstate which authorized new noncommercial educational FM station which expired 4-30-50.

**S. H. Patterson, Area Atchison, Kan.** Applicant has filed application in name of Griffith-Buenning Bcstg. Co., asking KA-3496 application obsolete.

**WFMH Cullman, Ala.**—Granted license new AM station: 1300 kc, 1 kw D.

**Quincy Bcstg. Co., Quincy, Ill.**—Granted PC new remote pickup KA-7006.

**Minot Bcstg. Co., Minot, N. D.**—Granted CP and license new remote pickup KA-7007.

**KCHN Chanute, Kan.**—Granted mod. CP for approval of ant. and trans. location.

**KRXL Roseburg, Ore.**—Granted mod.

## Docket Actions . . .

### FINAL DECISIONS

**Payne County Bcstrs. and Cushing Bcstg. Co., Cushing, Okla.**—Announced final decision granting application of Payne County Bcstrs. for new station on 1600 kc, 500 w day at Cushing and denied application of Cushing Bcstg. Co. for same facilities. Grant subject to condition applicant file for modification of CP within 60 days. Adopted order to deny petition of Cushing Bcstg. Co. of Feb. 1950 to continue for period of 90 days, oral argument scheduled to be heard Feb. 6, 1950. Decision and order June 26.

**Boston Radio Co. Inc.; Bunker Hill Bcstg. Co. Continental Television Corp., all Boston**—Announced final decision and order severing from consolidated proceeding and adopting initial decision as Commission's decision insofar as it relates to applications of (1) Boston Radio Co. Inc., and (2) Bunker Hill Bcstg. Co. for new stations on 950 kc, 5 kw day and application of Continental Television Corp., for 950 kc, 1 kw day and denied these applications because applicants failed to file exceptions to initial decision and did not participate in oral argument. Decision June 29.

**Pilgrim Bcstg. Co.; Joseph Solimene; and Beacon Bcstg. Co. Inc., all Boston**—Announced final decision to grant application of Pilgrim Bcstg. Co. for new station on 950 kc, 5 kw fulltime and denied applications of Joseph Solimene and Beacon Bcstg. Co. Inc. for same facilities. Pilgrim grant is made subject to permittee filing within 60 days for modification of CP. Comr. Sterling dissented. Decision June 29.

**Home News Pub. Co., New Brunswick, N. J.**—Announced decision to deny application of Home News Pub. Co. for new AM station on 1230 kc, 250 w unlimited at New Brunswick. Decision June 29.

**Grand Haven Bcstg. Co., Grand Haven, Mich. and WMUS Muskegon, Mich.**—Announced final decision to grant application of Grand Haven Bcstg. Co., for new station on 1490 kc, 250 w unlimited and denied application of WMUS Muskegon to change facilities to 1490 kc, 250 w fulltime. Grant is made to Grand Haven subject to condition that permittee file for modification of CP within 60 days from date of grant.

Commission at same time adopted memorandum opinion and order to deny petition of WMUS requesting proposed decision in proceeding be set aside and record be reopened on larger issues. Comr. Jones dissented. Decision June 28.

**Huntington-Montauk Bcstg. Co. Inc., Huntington, N. Y.; Connecticut Electronics Corp., Bridgeport and Westco Bcstg. Corp., White Plains, N. Y.**—Announced final decision to grant new station to Huntington-Montauk Bcstg. Co. Inc. on 740 kc 1 kw day at Huntington, N. Y. and denied applications of Westco Bcstg. Co., White Plains, N. Y. and Conn. Electronics Inc., Bridgeport for same facilities. Decision June 28.

**Belleville News - Democrat Belleville, Ill., and WTMV E. St. Louis, Ill.**—Announced final decision to grant application of Belleville News-Democrat for new station on 1260 kc, 1 kw unlimited, directional night at Belleville, Ill. and denied application of WTMV E. St. Louis to change facilities to 1260 kc 1 kw unlimited, directional. Decision June 26.

**Manistee Radio Corp., Manistee, Mich., and Door County Bcstg. Co. Inc., Sturgeon Bay, Wis.**—Announced final decision to grant application of Manistee Radio Corp. new station on 1340 kc, 250 w unlimited at Manistee, Mich. and denied application of Door County Bcstg. Co. Inc., for same facilities at Sturgeon Bay, Wis. Grant subject to condition that Manistee Radio file for modification of CP within 60 days. Action taken by Commission en banc, Comr. Walker dissenting. Decision June 26.

### OPINIONS AND ORDERS

**KTHS and Hot Springs Bcstg. Co., Hot Springs, Ark.**—Announced memorandum opinion and order denying petitions of KTHS and Hot Springs Bcstg. for reconsideration and rehearing in Commission's decision April 17, denying their applications. Comrs. Coy and Webster dissented. Order June 26.

**Kansas City Bcstg. Co. Inc., Kansas City and Reorganized Church of Jesus Christ of Latter Day Saints, Independence, Mo.**—Commission by order, vacated and set aside initial decision to deny application of Kansas City Bcstg. Co. Inc. for new station on 1380 kc, 5 kw day at Kansas City and request of Reorganized Church of Jesus Christ for same facilities at Independence, Mo., and remanded case to examiner previously appointed, for further proceedings. Order June 26.

**Patchogue Bcstg. Co., and Mid Island Radio Inc., Patchogue, N. Y.**—Commission by order denied petition of Patchogue Bcstg. Co., insofar as it requests reopening of record for limited purpose of receiving affidavit of M. Leonard Savage, as to qualifications. Set aside examiner's initial decision to deny application for new station by Patchogue Bcstg. Co. and grant of application of Mid Island Radio Inc., both for 1580 kc, 250 w day. Ordered record reopened and remanded examiner previously appointed to afford Patchogue Bcstg. opportunity to establish qualifications of Mr. Savage and Mid Island to establish qualifications of certain stockholders not established in record. Order June 26.

**KOOK Billings, Mont.**—Announced memorandum opinion and order granting application of KOOK for modification of CP to specify new transmitter, change transmitter site and change maximum expected operating value of

*(Continued on page 76)*

CP for approval ant. trans. and studio locations.

## June 27 Applications . . .

### ACCEPTED FOR FILING

**Modification of CP**

**KFRU Columbia, Mo.**—Mod. CP AM station install new trans., change studio location etc. for extension of completion date.

Mod. CP new FM station for extension of completion date: KNOB Long Beach, Calif.; WRBL-FM Columbus, Ga.; WEBB-FM Burlington, N. C.

**WTVJ Miami, Fla.**—Mod. CP new commercial TV station for extension of completion date.

### APPLICATION DISMISSED

**KAUS Austin, Minn.**—DISMISSED June 23 application to change from 1480 kc 1 kw unl. DA-2 to 1090 kc 10 kw unl. DA-N.

## June 29 Applications . . .

### ACCEPTED FOR FILING

**Modification of CP**

**WEBS Oak Park, Ill.**—Mod. CP new AM station for extension of completion date.

**KOEL Oelwein, Ia.**—Mod. CP change trans. and change studio location.

**WINS New York**—Mod. CP AM station to change frequency etc. AMENDED to extend completion date to Sept. 26.

**AM—1490 kc**

**Door County Radio Co., Sturgeon Bay, Wis.**—CP new AM station 1490 kc 250 w unl. AMENDED to request 100 w unl.

**License Renewal**

Request for license renewal station (resubmitted): KXGN Glendive, Mont.; WHCC Waynesville, N. C.

**KCVN Stockton, Calif.**—Request for license renewal FM station.

**Modification of CP**

Mod. CP new FM station for extension of completion date: WBCC-FM Bethesda, Md.; KISS San Antonio, Tex.

**FM—96.5 mc**

**WGH-FM Newport News, Va.**—CP to change ERP to 36.7 kw, ant. to 189 ft.

**License for CP**

**WGAL-TV Lancaster, Pa.**—License for CP new commercial TV station.

**Modification of CP**

**WLAV-TV Grand Rapids, Mich.**—Mod. CP new commercial TV station for extension of completion date to 1-15-51.

### APPLICATION DISMISSED

**Winchester, Ky.**—Elkhorn Baptist Assn. DISMISSED June 26 application for new AM station 1450 kc, 250 w unl.

# FCC roundup

*New Grants, Transfers, Changes, Applications*

## Box Score

SUMMARY TO JUNE 29

*Summary of Authorizations, Stations On the Air, Applications*

| Class | Total On Air | Licensed | CPs | Cond'l Grants | Applications Pending | In Hearing |
|---|---|---|---|---|---|---|
| AM stations | 2,137 | 2,115 | 188 | | 281 | 264 |
| FM Stations | 695 | 496 | 233 | 3* | 18 | 13 |
| TV Stations | 106 | 40 | 69 | | 352 | 182 |

* Two on the air.

**CALL ASSIGNMENTS:** KOBK Owatonna, Minn. (Owatonna Bcstg. Co., 1390 kc, 500 k day); KPOL Los Angeles, changed from KATI (Coast Radio Bcstg. Corp.); KPRC-TV Houston, Tex. changed from KLEE-TV (The Houston Post Co.); KSPO Spokane, Wash. changed from KFIO (Spokane Bcstg. Corp.); WCFV Clifton Forge, Va. (Clifton Forge Bcstg. Corp. 1230 kc, 250 w unlimited); WCLI-FM Corning, N. Y. changed from WKNP (Corning Leader Inc.); WCSP Tallahassee, Fla. changed from WTAL-FM (John H. Phipps); WJHR Waycross, Ga.( Southeastern Bcstg. System, 980 kc, 1 kw day).

• • •

YOU CAN CALL YOUR SHOTS
ON THE
ARROWHEAD NETWORK
To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota . . . use the Arrowhead Network. You're interested in sales—and that's what we deliver!
WMFG WHLB WEBC WJMC WEAU WISC
MINNESOTA
WISCONSIN
ARROWHEAD NETWORK
WMFG HIBBING
WHLB VIRGINIA
WEBC DULUTH
WJMC RICE LAKE
WEAU EAU CLAIRE
WISC MADISON
Represented nationally by RA-TEL Reps., Inc. and regionally by BULMER-JOHNSON, Inc. Mpls.

## FCC Roundup

*(Continued from page 75)*

radiation from proposed DA pattern in directions of WDAY Fargo, N. D. and KOIN Portland, eng. cond. Denied application KGHL Billings, asking reconsideration of grant on July 28, 1949 for KOOK on 970 kc, 5 kw fulltime, DA-N. WDAY petition for reconsideration of same grant dismissed. Order June 22.

KFMA Davenport, Ia.—Adopted order to revoke CP for station KFMA, effective July 21. Revocation will stand suspended until conclusion of hearing if written application is made to Commission on or before July 14. Order June 22.

### Non-Docket Actions . . .

#### AM GRANTS

Columbus, Ind.—Syndicate Theatres Inc., granted new AM station 1010 kc, 250 w day. Syndicate Theatres Inc., is licensee FM station WCSI Columbus. Granted June 27.

Marine City, Mich.—Radio St. Clair Inc., granted new AM station 1590 kc, 1 kw fulltime, directional. Estimated construction cost $36,858. Principals include: Jerry W. Coughlin, sole owner Franklin Dept. stores, Detroit, 25.3%; Everett W. Sawyer, employe WJLB Detroit, 49.8% and Wilma Drysdale, employe of Franklin Dept. store, 24.9%. Granted June 27.

Gadsden, Ala.—Gadsden Radio Co. granted new AM station 930 kc 1 kw fulltime. Estimated construction cost $18,000. Carl Lee Graham, individual owner, is owner Graham's Drug Store. Granted June 27.

Pocahontas, Ark.—Pocahontas Radio Inc., 1420 kc, 1 kw day. Estimated construction cost $19,281. Principals in corporation include: A. J. Baltz, owner Baltz Implement Co., and holder of real estate and farming interests, president 41⅔%; Rufus D. Haynes, doctor of optometry, vice president 33⅓%; Adrian L. White, sales manager KDRS Paragould, 25%. Granted June 27.

Atlanta, Tex. — Ark-La-Tex Bcstg. Co., granted 900 kc, 1 kw day. Estimated construction cost $14,321. Principals include: Hermann H. Wommack, vice president Wommack's Inc., men and boys clothing store, 85%; David A. Wommack, chief engineer KTFS Texarkana, Tex. 15%. Granted June 27.

Campbellsville, Ky.—Taylor County Bcstg. Co., granted 1450 kc, 250 w unlimited. Estimated construction cost $20,950. Principals include: R. P. Thompson, owner and operator Walker & Thompson Drug store (Walgreen agency), president 33⅓%; Ray Smith, co-owner Scott & Smith Dept. store (retail dry goods), vice president 33⅓%; M. M. Hall, medical doctor, secretary-treasurer, 33⅓%. Granted June 27.

Winston-Salem, N. C. — Community Bcstg. Service Inc., granted 980 kc, 1 kw day. Estimated construction cost $9,700. Principals in corporation are: F. Roger Page Jr., president 49% interest. Mr. Page's business interests include owner and operator of tobacco and general farms, agent for Farm Bureau Mutual Insurance, and dealer in farm equipment. Clarence E. Leeper, radio announcer, WPTF Raleigh and 15% owner WVOT Wilson, N. C., vice president 49%. Beatrice Leeper, housewife, secretary 1% and Rachel Page, housewife, treasurer 1%. Granted June 27.

KWED Seguin, Tex.—Granted switch in facilities from 250 w day to 1 kw day on 1580 kc. Granted June 27.

WFNC Fayetteville, N. C. — Granted switch in facilities from 1450 kc 250 w fulltime to 1390 kc 5 kw day, 1 kw night DA-2. Granted June 27.

WGTC Greenville, N. C.—Granted change in facilities from 1490 kc, 250 w unlimited to 1590 kc, 5 kw day, 1 kw night, DA-N. Granted June 27.

KTBB Tyler, Tex.—Granted switch in facilities from 600 kc, 500 w day to 600 kc 1 kw fulltime, DA-N. Granted June 22.

#### TRANSFER GRANTS

WEKR Fayetteville, Tenn.—Granted assignment of license in Elk River Bcstrs. Inc., licensee, from A. D. Smith Jr. to John R. Crowder and James Porter Clark d/b as Fayetteville Bcstg. Co. for $37,500. Mr. Crowder is 70% owner WKSR Pulaski, Tenn., and Mr. Clark is 20% owner. WEKR is assigned 250 w fulltime on 1240 kc. Granted June 27.

WTWA Thomson, Ga. — Granted transfer of control in Hickory Hill Bcstg. Co., licensee, from Walter J. Brown to Edgar Kobak for $10,000. Mr. Kobak was formerly president of MBS and is now a business consultant as well as 48.6% owner WTWA. WTWA is assigned 250 w fulltime on 1240 kc. Granted June 27.

WKNX Saginaw, Mich.—Granted assignment of license from O. J. Kelchner, William J. Edward and Howard H. Wolf d/b as Lake Huron Bcstg. Co., licensee, to Lake Huron Bcstg. Corp., new corporation in which original partners retain ⅓ interest each. WKNX is assigned 1210 kc, 1 kw day. Granted June 27.

KMLB and KMFM Monroe, La.—Granted relinquishment of control in Liner's Bcstg. Station Inc., licensee, by Melba Liner Gaston, through transfer of stock to J. C. Liner III for $10,000. KMLB is assigned 1400 kc 5 kw day, 1 kw night directional. Granted June 27.

WIBS Santurce, P. R.—Granted assignment of license from Jose E. Del Valle, licensee, to Radio Station WIBS Inc. Principals in new corporation include Mr. Del Valle, president and director 61%; Adolpho Garcio Veve, attorney, 13% and Provendencia L. L. Lobet, farmer, 13%. Exchange of stock involved. Granted June 27.

#### OPERATIONS SUSPENDED

KSFT Trinidad, Col.—Trinidad Bcstg. Corp., granted authority to remain silent for period of thirty days pending refinancing. Action taken June 27.

KVOE-FM Alexandria, La.—Central Louisiana Bcstg. Corp., granted authority to remain silent for 90 days concerning continuation of service. Income to date has been inadequate to support station. Action June 27.

### Deletions . . .

THREE AM and six FM authorizations reported deleted by FCC. Total since Jan. 1: AM 28; FM 72; TV 2. Deletions and reasons for withdrawal follow.

WSBR Superior, Wis.—WSBR Inc. License June 20. Station has been operating at a loss for past two years.

KGFN Grass Valley, Calif.—Joe D. Carroll. License June 20. Request of licensee.

WCON Atlanta, Ga. — Constitution Pub. Co. CP June 20. Merger with WSB.

WINS-FM New York—Crosley Bcstg. Co. CP June 20. Lack of interest in FM.

WEIM-FM Fitchburg, Mass.—WEIM Fitchburg Inc. CP June 20.

WMAR-FM Baltimore, Md.—A. S. Abell Co. License June 27. Devote energies to TV exclusively.

WSB-FM Atlanta, Ga.—Atlanta Newspapers Inc. License June 21. Merger.

WCPS-FM Tarboro, N. C.—Coastal Plains Bcstg. Co. Inc. CP June 21. Lack of response to FM.

KFEQ-FM St. Joseph, Mo.—KFEQ Inc. CP June 21.

### New Applications . . .

Aiken, S. C.—Interstate Bcstg. Co., 990 kc, 1 kw day. Estimated construction cost $12,000. Principals include: M. T. Landy, manager WMVG Milledgeville, Ga., and R. O. Hattaway, chief engineer WMVG. Filed June 23.

Lake Wales, Fla.—Imperial Polk Bcstg. Corp., 1280 kc, 1 kw day. Estimated construction cost: $26,900. Principals include: Sarkes Tarzian Inc., licensee WTTS and WTTV (TV) Bloomington, Ind., 49%; Stephen W. Keen, vice president and 25% owner Keen Fruit Corp. (packers and growers), 10.45%; Samuel F. Laird, citrus grower, ⅓ owner Waleshill Hotel, Lake Wales Motors, Lake Wales Appliances and Marco Island Inn, 10.45%; Theodore J. Louden, retired lawyer, 7.66%; G. Max Kimbrel, radio engineer, 3.43%; Boone D. Tillett, attorney, 1.43%; Douglas B. Bullard, insurance agency, 1.43%, plus 13 additional minor stockholders. Filed June 26.

Chattanooga, Tenn.—Lookout Bcstg. Co., 1260 kc, 1 kw day. Estimated construction cost $20,901.65. Principals include: William F. Stone, previously chief accountant WDXB Chattanooga, 25%; J. Leslie Doss, 50% owner Gary Finance Co., 25%; John A. Thompson, 33⅓% owner Decatur Development Co., 33⅓% interest WEDR Birmingham, Ala., 25%; J. E. Reynolds, manager WJRD Tuscaloosa and 33⅓% owner WEDR, 25%. Filed June 27.

#### FM APPLICATION

Ephraim, Utah—Snow College, noncommercial educational FM station, Chan. 205 (88.9 mc), ERP 10 watts. Estimated construction cost $1,300. James A. Nuttall is president of Snow College. Filed June 27.

#### TRANSFER REQUESTS

KSPA Santa Paula, Calif.—Assignment of license from Ventura County Radio Center Inc., licensee to Santa Paula Bcstrs. Inc. for $21,000 plus. Principals in Santa Paula Bcstrs. include: C. Harvey Haas, transmitter supervisor KFSG (AM) and KKLA-FM Los Angeles, Echo Park Evangelistic Assn., president 33⅓%; James C. Kemp and Donald W. Kemp, co-partners in Kemp Bros. Gen. Contractors, each 16⅔%; Benjamin C. Brown, radio engineer KFSG, 33⅓%. KSPA is assigned 250 w fulltime on 1400 kc. Filed June 22.

WCNU Crestview Fla.—Assignment of license from Cyril W. Reddoch, John B. McCrary and D. G. O'Neal d/b as Gulf Shores Bcstg. Co. to D. Grady O'Neal and H. French Brown d/b as Gulf Shores Bcstg. Co. for $52,000. Mr. O'Neal and Mr. French (retired) will be equal partners. Mr. Reddock and Mr. McCrary withdraw to devote more time to other interests. WCNU is assigned 1 kw day on 1010 kc. Filed June 22.

WOAK (FM) Chicago—Transfer of control in permittee corporation Gale Bcstg. Co. Inc., from Harry L. Brown to Bernard Jacobs. Transfer took place Feb. 20 and as control remained with Jacobs family, applicant did not think it necessary to file for transfer with FCC. Bernard and Lester Jacobs presently hold all stock in WOAK. WOAK is assigned Chan. 290 (105.9 mc). Filed June 23.

WLBE Eustis, Fla.—Transfer of 80% stock in WLBE Inc., licensee, from Paul Hunter to his wife Eleanor Hunter. Mrs. Hunter has acted as general manager of WLBE and in division of assets with Paul Hunter, selected and was granted stock of station. Transfer is desirable because of illness of Mr. Hunter. WLBE is assigned 790 kc with 1 kw unlimited DA. Filed June 26.

WOIC (TV) Washington—Assignment of license from General Teleradio to WTOP Inc. for $1,400,000 (TELECASTING, June 26; also see story this issue). Filed June 28.

WEVE Eveleth, Minn.; WDSM Superior, Wis.—Transfer of control in Ridson Inc., licensee, to Northwest Publications Inc. All transferors in Ridson Inc., are either directors or officers in Northwest Publications and because of increased responsibilities in newspaper business, they desire to liquidate financial investment through transfer. Consideration $84,000. WEVE is assigned 250 w fulltime on 1340 kc. WDSM is assigned 250 w fulltime on 1230 kc. Filed June 19.

## STOCKING SALE
### Brings WSAL Large Contract

WHEN a department store contracted with WSAL Logansport, Ind., for a "huge" segment of time to advertise its wares, the agreement was climactic proof of the store's belief in radio's effectiveness as a selling medium.

The story began last October when WSAL representatives visited the Olsen Department Store, hoping to find something that could be used as a "traffic item" idea. Olsen's 88-cent stockings were selected. At the same time, a check with the stocking department

*Contract for time on WSAL completed by Mr. Jacobsen (seated) as Mr. Jordan (l) and Mr. Searfoss smile approval.*

* * *

buyer disclosed that Olsen's sales were averaging about 350 pairs per week on the 88-cent stockings.

WSAL Manager Joe Jordan had several "production" transcribed spots prepared and Olsen's Manager M. F. Jacobsen decided to give them a try, taking a two month contract, six spots daily. Sales of the hose jumped from 350 pair per week to 1,000 pair weekly, according to Willis Searfoss, WSAL commercial manager. The department store now sponsors on WSAL Knox Manning's Monday-Friday *Behind the Scenes*, a daily transcribed five-minute show; Ann Ginn's Monday-Friday live program *Listen Ladies;* two weekly half-hour transcribed programs in addition to 54 spots and 18 station breaks.


AM WSYR 570 kc.
FM WSYR 94.5 mc.
TV WSYR Channel 5

WSYR

the Only COMPLETE Broadcast Institution in Central New York

WSYR SYRACUSE

AM • FM • TV

NBC Affiliate in Central New York

HEADLEY-REED, National Representatives



We don't sell "time"!
We USE time to increase your sales and profits.

WGRD Grand Rapids, Michigan

"The People's Station"

# open mike

## 'Cover to Cover'

EDITOR, BROADCASTING:

. . . BROADCASTING is one of the few trade papers I read from cover to cover every week. . . .

*Harry Schroeter*
*Director of Media*
*National Biscuit Co.*
*New York*

* * *

## 'Vital' in Work

EDITOR, BROADCASTING:

All of us at Ambro find that BROADCASTING serves a very vital part in our daily work. We all look forward to each weekly edition.

*Eileen Gould,*
*Media Director*
*Ambro Advertising Agency*
*Cedar Rapids, Iowa*

* * *

## 'Fair and Accurate'

EDITOR, BROADCASTING:

I want to let you know how satisfied we have been with our relationship with your book. . . . I have found that you have been fair and accurate in the treatment accorded Pulse data and releases. . . .

*Sydney Roslow*
*Director*
*The Pulse Inc.*
*New York*

* * *

## Cites News Coverage

EDITOR, BROADCASTING:

. . . The magazine is doing an excellent job of publishing all the matters of interest to broadcasters and telecasters. I have no complaints or suggestions and I seize on it the minute it arrives to read it from cover to cover . . .

*Mrs. A. Scott Bullitt*
*KING Seattle*

* * *

## Sent 3,500 Reprints

EDITOR, BROADCASTING:

. . . The enclosed reprints show how we merchandised an article which appeared in your Feb. 27, 1950 issue . . .

We recently mailed 3,500 of these reprints (four page brochure) to the Allis-Chalmers sales people all over the United States—including every dealer and company salesman. We feel that this type of promotion direct to dealers and salesmen will enlist their continued support of radio advertising—particularly on the *National Farm and Home Hour* which is sponsored by the Tractor Division of the Allis-Chalmers Mfg. Co. on every NBC station in the nation . . .

Needless to say, we were most appreciative of . . . efforts on behalf of the *National Farm and Home Hour.*

*Gerald L. Seaman*
*Radio Executive*
*Bert S. Gittins Advertising*
*Milwaukee*

* * *

## 'Sweet Nostalgia'

EDITOR, BROADCASTING:

It was a welcome relief to come across Charlie Warren's article, "The Good Old Days" in . . . our mag [BROADCASTING, June 19]. I'll bet you'll get a lot of fine comments on the relief provided by Charlie in his reminiscent piece.

*Dallas Wyant*
*Promotion Mgr.*
*WOAI San Antonio*

* * *

EDITOR, BROADCASTING:

Sweet nostalgia! What memories Charles Warren stirred with "The Good Old Days." The oldtimers in this precise exacting industry are prone to forget the fun we had back in that jack-of-all-trades era of carbons and crystals. Radio was exhilarating in the Roaring '20s. The seven members of the KOIN Twenty Year Club salute Mr. Warren for a delightful flashback to "The Good Old Days."

*Arthur R. Kirkham*
*Vice President*
*KOIN Portland, Ore.*

* * *

## Explains Skiatron Unit

EDITOR, BROADCASTING:

I have just seen . . . BROADCASTING [June 19, 1950], page 52, article headed "Box Office TV-Skiatron Proposal Filed, Rivals Phonevision."

It is apparent to us that Comdr. E. F. McDonald Jr., president of Zenith Radio Corp., in his statement on the relative merits of Phonevision and Subscriber-Vision, betrays a lack of proper understanding of the Skiatron Subscriber-Vision system.

Although we do not want to indulge in premature exploitation of Subscriber-Vision and recognize the commercialization of the system hinges upon future approval by the FCC, we do believe that the issue between Zenith's Phonevision and our Subscriber-Vision will ultimately be resolved by the public itself, and that our unique type of subscriber television will take its place as the preferred system in the industry.

We would like to make the following points in reply to Comdr. McDonald's observations:

1. Subscriber-Vision will be far less expensive precisely because of the elimination of costly phone wire facilities.

2. In addition, subscribers need not pay in advance. On the contrary, the key pattern for a given program can be sold up to the last minute through chain retailers, such as cigar stores, drug and department stores.

3. For regular subscribers, the well-known punch-card system of IBM could be used, enabling the viewer to exercise choice by designating on the card the features he desires to view and returning the card to the Subscriber-Vision office. He would therefore be billed only for the actual programs seen and would not, as Comdr. McDonald mistakenly contends, be subject to a blanket charge like that imposed on British TV set owners. In fact, he could make his selections up to the last minute by supplementing his subscription by the purchase of sealed key patterns at his neighborhood store.

4. Marketing data derived from the punch cards would be the most accurate method yet devised of ascertaining the preferences of the television audience in motion pictures and would provide the film companies and exhibitors with extremely valuable guides as to what type of entertainment would be most popular for future release . . .

*Arthur Levey*
*President*
*Skiatron Corp.*
*New York*

## A 'BLOOPERT'?

### KRNT Conducts Novel Contest

SUCCESSFUL promotion of a contest built around a word created by Disc Jockey Don Bell has been reported by KRNT Des Moines.

Several months ago, Mr. Bell introduced listeners to the word "bloopert," on his moring program, the *Don Bell Show.* He described the word as "something that could be anything or nothing." Object of the contest was to produce the nearest "nothing to be something," to most accurately fit the bloopert.

Winner of a jackpot of prizes, including a two-weeks Minnesota vacation, was Mrs. Robert H. Moore of Des Moines. Her contribution, selected as the most nondescript, nearest nothing, was shaped from modeling clay to resemble a cartoon movie's version of a medium's ectoplasm. Promotion Manager Joe G. Hudgens said the contest received heavy promotion, including spot announcements, featuring of "Bloopert Specials" on restaurant and soda fountain menus, ads in the *Des Moines Register* and *Tribune,* KRNT owner, and a downtown window display.

# 1090 KC CASE

### FCC Denies Reconsideration

RECONSIDERATION of the 1090 kc Hot Springs-West Memphis, Ark., case was denied by the FCC majority last week on grounds it had fully considered all facts in its final decision.

Review had been requested by KTHS Hot Springs and Hot Springs Broadcasting Co., whose respective applications had been denied by the Commission on grounds they violated the spirit of the North American Regional Broadcasting Agreement, in effect at the time of hearing [BROADCASTING, April 17].

Radio Broadcasting Inc., KTHS licensee, sought to move KTHS to West Memphis, increase its power on 1090 kc from 10 kw day, 1 kw night to 50 kw day, 25 kw night, and replace the Hot Springs service with a new outlet under the same ownership on 550 kc with 5 kw day, 1 kw night. Hot Springs Broadcasting sought a new station at Hot Springs on 1090 kc with 50 kw fulltime.

Radio Broadcasting petitioned for reconsideration of its two bids on the ground grants were proper in view of the advantages to be gained by the service which would be provided to the areas involved. Comrs. Wayne Coy and E. M. Webster dissented from the majority and voted to grant this request and deny the Hot Springs Broadcasting petition. Comrs. Robert F. Jones and Frieda B. Hennock did not participate.

The majority also denied Radio Broadcasting's request that the KTHS bid be granted for 1090 kc on condition it promptly file an application specifying Little Rock as its site. FCC said this had previously been denied in 1947.

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TO allow for more acoustically perfect conditions, KJCK Junction City, Kan., has remodeled its studios. Work was directed by Chief Engineer Richard Meek. Control room equipment has been increased to accommodate tape recorders and micro-groove equipment.


FOR INCREASED SPOT BILLINGS
CONTACT
JOSEPH HERSHEY McGILLVRA, INC.
Murray Hill 2-8755

RESULTS?
THAT'S US
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—NOW!
Interested? Ask
JOS. WEED & CO.
350 Madison Ave., New York

# ...at deadline

## PRESENT BELL TV RELAYS ADEQUATE, SAYS HEDGES

BELL SYSTEM intercity TV relay facilities termed "entirely adequate" for present NBC needs by William S. Hedges, NBC vice president in charge of integrated services, at conclusion Friday morning of FCC's hearing on interconnection issue involving Western Union and AT&T. Like other broadcasters, however, he favored interconnection if advantages were sufficient (early story page 56).

Possible need for added facilities was cited in certain areas where channels are allocated, such as Columbus-Cincinnati, or where round-robin operation might be desirable, such as Syracuse-Rochester and Pittsburgh-Cleveland-Toledo-Cincinnati. Mr. Hedges said in 1948 there was big need for added channels which WU could have filled. Same needs might re-occur, he conceded.

## KING QUITS ASSOCIATION

KING Seattle resigned Friday from Washington State Assn. of Broadcasters in protest against action of WSAB board committing association to participate on behalf of Bruce Bartley, owner of KBRO Bremerton, in suit against Seattle School Board. Suit involves school board's right to grant to KING-AM-FM-TV Seattle exclusive rights to all Seattle high school athletic events in 1950-51. Mr. Bartley, counsel WSAB, filed action in own name. State Superior Court heard arguments Thursday. Judge Theodore Turner said he would announce decision in few days.

## SAFETY, SERVICES BUREAU REORGANIZED BY FCC

SECOND phase of FCC's functional reorganization of staff reported Friday with establishment of new Safety & Special Radio Services Bureau in charge of Edwin L. White, chief of Aviation Division, Bureau of Engineering. New bureau, effective July 31, to include Office of Chief plus Aviation, Marine, State-Local Government and Amateur, Industry and Commerce, and Authorization Analysis Divisions. Reorganization of broadcast and field engineering-monitoring groups now under study.

Jack Werner, assistant chief of Common Carrier Bureau, first new bureau formed under Commission reorganization [BROADCASTING, March 13], Friday appointed chief to succeed Harold J. Cohen, resigned [BROADCASTING, June 12]. Curtis W. Bushnell, chief of Telephone Division, named assistant chief of bureau. Mr. White has been with FCC and former Federal Radio Commission since 1930.

## PTA PICKS CHILD FARE

LIST of radio and television programs considered "suitable for children" released by National Congress of Parents & Teachers. Evaluations were made by a jury of 12 headed by Thomas D. Rishworth, of Austin, Tex., NCPT radio-television director and director of U. of Texas Radio House. Selections published in current issue of *National Parent-Teacher*. List may be expanded later.

## RETAIL SALES MOUNTING, CENSUS DATA INDICATE

SALES of retail stores increased from $319 to $893 per person from 1939 to 1948, according to summary of Census of Business made public July 2 by Roy V. Peel, Census Bureau director. This amounted to 210% dollar-volume increase, or from $42 billion in 1939 to $131 billion in 1948.

Nearly half (47%) of dollar volume in retail trade in 1948 accounted for by seven states—New York, California, Pennsylvania, Illinois, Ohio, Texas and Massachusetts. New York was first with 11.2% of all U. S. retail trade dollars.

## BAR ROBERTS TESTIMONY, FCC AGAIN URGED

RENEWED demand that FCC "repudiate" testimony of its "star" witness, Clete Roberts, in hearings on news policies of G. A. (Dick) Richards urged Friday by Reps. Anthony F. Tauriello (D-N. Y.), Hugh J. Addonizio, (D-N. J.) and Peter Ridino Jr., (D-N. J.) [BROADCASTING, June 26].

Second letter sent in response to FCC Chairman Wayne Coy's reply, divulged Friday, that Commission is "in no position" now to determine whether Roberts testimony "should be accepted or repudiated." Chairman Coy assured Congressmen stations will have "adequate opportunity to argue credibility" of Mr. Roberts' testimony and that procedure is "consistent with requirements of the Administrative Procedure Act."

## NBC TO BACK SHOW

NBC officially announced Friday it would back Broadway production of "Call Me Madam," musical starring Ethel Merman with music by Irving Berlin, book by Lindsay & Crouse, directed by George Abbott, in return for rights for radio, television and recordings of original cast. Although amount not disclosed, NBC understood to be providing $200,000 in first instance of network acting as "angel" for Broadway show. "Call Me Madam" will open in mid-October.

## TWO LEVER TELECASTS

LEVER BROTHERS will sponsor telecast of *Big Town*, Thurs., 9:30-10 p.m., and *Lux Video Theatre*, Mon., 8-8:30 p.m., on CBS-TV. Ruthrauff & Ryan will handle *Big Town* and latter program will be produced by J. Walter Thompson Co.

## LUCKIES VIDEO TEST

AMERICAN TOBACCO CO., New York, will test video version of its *Hit Parade* radio series for Lucky Strike cigarettes with four experimental broadcasts on NBC-TV network this summer, looking to regular TV series in fall. BBDO, New York, is agency.

## KITO SOLD TO WALL GROUP

APPLICATION for sale of KITO San Bernardino, Calif., for $143,000 from group including ex-Gov. John J. Dempsey (N. M.) to group including H. G. Wall, former 75% owner WIBC Indianapolis and once holder of 37.5% of WDSU New Orleans, accepted for filing by FCC Friday. KITO 5 kw fulltime on 1290 kc, directional; ABC affiliate.

# Closed Circuit

*(Continued from page 4)*

quirement for BAB benefits have been dispelled.

SOME ardent BAB adherents foresee $500,00 and upward budget and accept partial separation from NAB only as interim concession to bring about complete severance.

BLANEY HARRIS, supervisor of radio and TV programming for Doherty, Clifford & Shenfield, New York, slated to join WOR New York as program manager in direct charge of creative radio programming. Will report to Julius F. Seebach Jr., WOR vice president and program director.

WTOB Winston-Salem, expected to affiliate with CBS prior to start of fall season. Station, operated by James W. Coan and John G. Johnson, general manager, has been on air since 1947 as daytimer and is now installing fulltime 1 kw outlet on 1380 kc.

LEVER BROTHERS (Lifebuoy soap) through SSC&B, New York, preparing eight-week spot announcement campaign, starting July 10 in 16 markets.

PURE OIL Co., Chicago, considering sponsorship of *Who Said That?*, NBC-TV co-op, in dozen markets on Monday, 9:30-10 p.m. (CDT). Agency, Leo Burnett, Chicago.

THOUGH NAB headquarters is only in first stage of setting up three committees to replace former 10-committee structure, it's known Ben Strouse, WWDC-AM-FM-Trans Washington, will head FM Committee. He's NAB director-at-large for FM.

PUBLICATION by *Counterattack* of its report on Communists' influence in radio and TV [BROADCASTING, June 26] has aroused more than cursory interest among networks and stations. Outbreak of Korean conflict which coincided with *Counterattack* publication naming names, has placed network management on alert, it's understood.

WITH REPORTED half-dozen sponsors interested in buying Ransom Sherman on NBC-TV this summer in slot vacated by *Kukla, Fran & Ollie* (five-a-week, 6-6:30 p.m. CDT) NBC planning to extend show to hour daily next fall. It will probably be afternoon feature.

NAB BOARD to "draft" Don Petty, who resigned as legal counsel, likely to result in compromise by which attorney will complete pending association projects and serve till end of year.

MORSE INTERNATIONAL, New York, has recommended radio for Vick Chemical. Definite decision expected late this week.

ABC PAYING fat fee to internationally known Chicago industrial designer for recommendations on design and location of new mid-west TV site. Quarters in Civic Opera Bldg. are cramped. ABC also leases space from NBC in latter's Merchandise Mart headquarters. There is talk of leasing space in building to be built on North Michigan Ave.

## PRENTICE NAMED BY GF

ROBERT PRENTICE appointed associate sales and advertising manager of General Foods Calumet Division.

# WORCESTER

## A Top-Flight Buying Market of the Nation

Month old U. S. Census of Business figures firmly establish the tremendous buying record of the Worcester Market.

| | |
|---|---|
| Retail Sales | $474,773,000 |
| Food Sales including Eating Establishments | $175,409,000 |
| Home Furnishings Sales | $ 24,449,000 |
| Automotive Sales | $ 61,052,000 |
| Filling Station Sales | $ 21,402,000 |
| Drug Sales | $ 14,194,000 |

1950 Survey of Buying Power places Worcester County 20th in the nation in value added by manufacture ($534,227,000) with 1,334 industrial establishments paying salaries and wages of $324,023,000.

# WTAG

## Commands The Audience In This Primary Market

WTAG's Total Weekly Family Audience DAYTIME (BMB Station Audience Report Spring 1949) totals 136,370 families, 113% greater than the closest second station.

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**WTAG**
WORCESTER
BASIC CBS 580 KC

Industrial Capital of New England

See Raymer for all details

XUM